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Mr Moyle still
seeks further
explanation of
PSNC's claim

Details of
extensions
to ESPS

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CHEMIST & DRUGGIST

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CONTENTS

- 639 Comment—Prevarication
—Help needed
- 640 Notional salary up 10 per cent
- 640 Entrepreneurs halt closures in Ireland
- 641 Early talks on contract revision sought
- 642 Details of extended ESPS
- 645 The Xrayser column—Seen but not heard
- 645 People
- 646 Counterpoints
- 650 Prescription specialities
- 658 On TV next week
- 662 Equipment
- 663 BP Conference ticket subsidies to continue
- 664 Unichem advertising case to be heard soon
- 667 Mr Moyle sees value of more pharmacists
- 668 Dispensing doctors' fee concern
- 669 Criticism of doctors' pharmacology knowledge
- 671 Letters
- 672 Glaxo profits down by £4m
- 672 Company news
- 673 Market news; coming events
- 674 Classified advertisements

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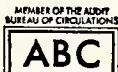
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14 October 1978

COMMENT

Prevarication

Bob Worby seemed to be correct when he said Mr David Ennals is prevaricating over the arbitration issue (p668). A further example of the Secretary of State's delaying tactics is contained in the reply to PSNC in which Mr Roland Moyle, on Mr Ennals' behalf, says he still cannot accept the validity of certain points and then asks for confirmation "that I have understood you (PSNC) correctly" in the matter of basing profit margin on turnover, not investment of capital. PSNC, quite rightly, have seized the opportunity to meet the Department for discussions on a general revision of the contract.

We would remind Mr Ennals of his words at the British Pharmaceutical Conference (C&D, September 16, p436) when he said he valued his relations with the profession too highly to want the dispute to drag on needlessly. His actions were not delaying tactics, he assured his audience, but a sincere attempt to clear any misunderstandings. Considering that the correspondence on arbitration between PSNC and Mr Ennals has been going on for almost a year and the negotiations for well over two years "any misunderstandings" should have been well cleared by now. The profession surely now has the right to ask Mr Ennals if he really *wants* to understand.

Help needed

A disturbing report published in last week's *British Medical Journal* lends weight to current moves towards greater pharmacist involvement in providing drug information (see p669).

A survey carried out at Southampton University has revealed that half the drugs given to 287 psychiatric patients were wrongly prescribed. The main mistakes were unnecessary long term treatment and prescribing together two or more drugs with virtually the same effect. The author, a psychiatrist, said this polypharmacy reflected "a disturbing level of ignorance of pharmacological action among those who prescribe drugs for psychiatric problems . . . Every doctor now needs an independent source of knowledge (other than the pharmaceutical companies) before deciding whether to prescribe a drug."

In his paper the author did not mention whether he was aware of the pharmacist's potential but a leading article in the previous issue of the same journal was encouraging in its acknowledgement of the profession's capabilities (last week, p584). The writer then drew attention to the valuable help pharmacists could give in providing drug information and urged doctors not to feel threatened by the pharmacist's expanding role. And once again, attention was drawn to the need for more emphasis on the clinical side of the pharmacist's training at both the undergraduate level and in continuing education.

Clearly there is a gap to be filled and a profession willing and able to fill it.

Notional salary goes up 10 pc

The proprietor's notional salary has been increased by 10 per cent to £5,816 per annum, effective from January 1, 1978. The Pharmaceutical Services Negotiating Committee's claim, accepted by the Department of Health, represented the maximum permissible under the counter-inflation policy, says PSNC.

Entrepreneurs halt closures in Ireland

The decline in the number of pharmacies in the Republic of Ireland has been reversed for the first time in more than a decade but the change in direction reflects the activity of non-pharmacist interests who may, it is suggested, jeopardise attempts to make general practice more professional.

In the year just completed there was an overall increase of seven pharmacies in the Republic bringing the total to 1,156, but this figure hides the fact that 45 fewer pharmacies were owned by pharmacists themselves and that the number owned by companies increased by 34. Presenting the statistics to the annual meeting of the Pharmaceutical Society of Ireland on Monday night, the president, Mr Frank Walsh, pointed out that 82 of the 258 limited companies in pharmacy were controlled by non-pharmacists—seven more than a year ago.

"On many previous occasions my predecessors have deplored the ease with which unqualified persons have become involved in the practice of pharmacy through the device of the limited liability company. Clearly such people are not particularly attracted by the notion of service to the community, high educational and professional standard codes of ethics and the like, it is a fair assumption that they are primarily interested in opportunities for investment on return of capital". Mr Walsh added that the Society's Council would continue to press for a new Pharmacy Bill in which context the position of companies would be examined.

Earlier the registrar and secretary, Mr J. Cahill, had told a Press conference that the Society and the Irish Pharmaceutical Union had been trying to encourage the profession to develop along more professional lines and there were indications that the lead was being followed, but he said progress would be inhibited if the profession continued to attack entrepreneurs. It was significant that the company pharmacies had been in new shopping centres rather than the High Street, villages or towns. Mr Walsh added that the profession believed a pharmaceutical service should be available according to social need.

Mr Tim O'Malley, president, IPU, said the profession was worried that the social benefits it provided were being undermined by the entrepreneurs—they could not provide after-hours or on-call services.

Senator Professor J. Murphy said the society at large should be concerned because the pharmacist was part of Irish small-town society but the entrepreneur was "only interested in the loot."

Locum payments £8.50 to £27.14, says DHSS

The Department of Health has carried out a survey which showed that locum payments ranged from £8.50 to £27.14 per day and therefore it has increased the allowance for pharmacists attending refresher courses to £13 per day. The Pharmaceutical Services Negotiating Committee received the letter from the Department at PSNC's September meeting, following a request for more details on the Department's method of calculating and updating the payments (C&D, August 5, p208). The new allowance is effective from July 1, 1978. Other topics on the meeting's agenda included:—

Oxygen therapy service: A letter from the Department was discussed which requested comments on the inclusion within Part VI of the Drug Tariff of the Mix-o-mask manufactured by Blease Medical Equipment Ltd. The letter indicated that in the opinion of the Depart-

ment's medical advisers the 28 per cent oxygen concentration Mix-o-mask was comparable with the Ventimask Mark II providing a flow rate of 2 litres per minute. The Committee agreed to the inclusion. The Department had indicated the date of introduction was likely to be December 1978. Following the decision by Walter Kidde Ltd to cease production of its Drug Tariff high concentration mask and the lack of demand for the alternative high concentration mask, the Committee agreed to the deletion of the mask with effect from January, 1979.

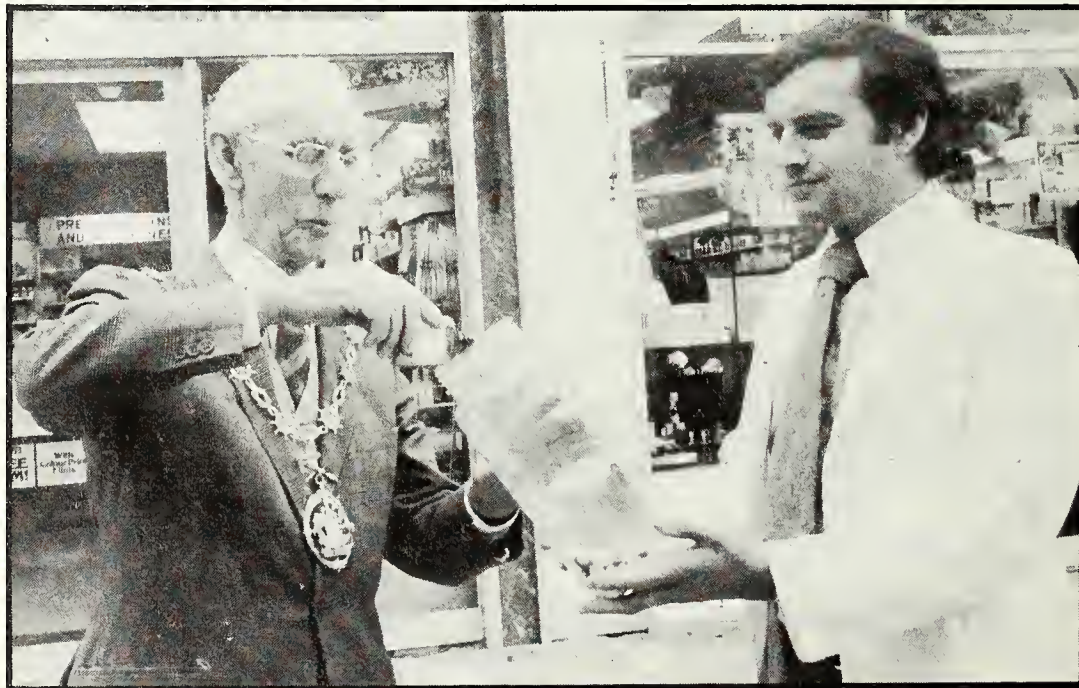
Multiple prescribing: The Department has indicated that it had sought the views of the General Medical Services Committee concerning the issue of further advice to medical practitioners on the problems caused to pharmacists when prescriptions were written for more than one patient on the same FP10. PSNC agreed that further representations be made on the matter.

Endorsements by pharmacists on FP10: Further representations are to be made to the Department that contractors be informed of pharmacists' endorsements which are not accepted and passed for pricing by the PPA.

Decline of rural services: After considering the pharmacy section in the report by the Standing Conference of Rural Community Councils, the Committee agreed that a letter be sent to the conference secretary explaining the Committee's view regarding the supply of pharmaceutical services through part-time pharmacies rather than through the general medical services.

Review of complaints procedure: The Committee considered a letter from the Department on the proposed review of the complaints investigation procedures at Family Practitioner Services Committee hearings. PSNC agreed to the proposed meeting between representatives of the Chemists' Defence Association, PSNC and the Department.

Gravesend Borough Council Mayor, Mr D. James (left), starting the DUMP campaign at Mr A. Bloom's pharmacy in Gravesend. The two-week campaign finishes on October 14, covering the Kent Area Health Authority areas. Initial reactions by the organisers this week suggested the scheme was running "very smoothly". Poisoning statistics in children are also being studied during the period



Early talks on contract revision sought by PSNC

Early discussions on a general revision of the contract are imperative, says the Pharmaceutical Services Negotiating Committee in a letter to Mr Roland Moyle, Minister for Health. The letter was in reply to another from Mr Moyle which yet again rejects PSNC's arguments for a higher return on capital employed.

Mr Moyle also says PSNC's requests for profit margin to be based on turnover and not return on investment call into question the whole nature of the present contract. He concludes by asking for confirmation that he has understood PSNC correctly. Mr Moyle, replying to points made by PSNC in a previous letter (*C&D*, July 8, p52), says:—

"On the relevance of the Review Formula, I still cannot accept the validity of the points you have made. The application of the historic costs convention to the assessment of capital employed by a typical contractor covered by the Review Board Formula has a greater impact on the return paid on his capital than in the case of pharmacists. Capital employed by the former would include a higher proportion of fixed assets, including property, than the assessment for pharmacists and these components are normally expressed at their original price level—which may have been determined many years ago—less depreciation and, as a result of the rapid inflation of recent years are considerably under-valued by reference to current price levels. It follows that it is inevitable that significant increases in the rate of return paid on such capital were necessary to maintain the profits of Review Board contractors at the agreed level.

Since the average capital employed by pharmacists is of much more recent date—80 per cent of it turns over in less than two months and 20 per cent is at current value—it follows that there is no justification for corresponding increases in their rate of return.

Coopers and Lybrand report

"On the Coopers and Lybrand report, you accept that certain items relating to the payment of a return on investment in property are, by agreement between the Committee and the Department, covered not by the return on capital employed but elsewhere in the remuneration system. Even if it could be demonstrated that the return on capital invested in property is inadequate—the report did not do so—any consequential adjustment would be effected by an increase in notional rent and not in the return on capital employed (which relates solely to fixtures and fittings and working stocks). The report did not take account of this agreed convention.

"I should perhaps explain in more detail my views on the link between the

rate of return on capital employed and the new differential on-cost. The old flat-rate system of payment produced a maldistribution of *total* remuneration (not merely the reimbursement of operating costs but also of the return on capital) and its effect was in practice to deny some pharmacies any return at all on capital employed in NHS dispensing—indeed some suffered operating losses—whilst at the same time producing a very high rate of return for others. The new differential payment system will, however, ensure a much more equitable distribution of the sums due to pharmacists. Whereas the Committee has claimed that small pharmacies were at risk of closure because of an inadequate overall profit margin, I consider that their plight was more likely to be due to the way in which operating costs and profit margin were distributed. Since the differential payment system is not yet fully effective it will be some months before we can assess its effect on closures and the network of NHS dispensing services.

"What is also relevant to any consideration of arbitration is the question whether the Committee is seeking to establish that the rate of return should not only recognise the capital invested in NHS business but should be sufficient to provide any additional capital needed to finance that business. This would require a fundamental change in the terms of the contract and the point I have been trying to establish is whether you accept the present basis of the contract (that is, reimbursement of costs plus a fair market return on capital invested) or whether you are seeking a new basis. I am reassured by your statement that the Committee is not in fact seeking Government assistance in the provision of working capital but I am concerned that you continue to argue in terms of a return on turnover which your claim is applicable to the retail trade.

Different from other retail

"Although NHS dispensing has obviously more resemblance to retailing than manufacturing, it is still markedly different from other retail activities and in my view the same yardstick of profitability is not appropriate. In particular, NHS dispensing is more concerned with the provision of a service rather than engagement in a business enterprise—for example, pharmacists as a whole cannot alter the range of items 'sold' or increase their volume of 'sales' by their own efforts.

"Moreover, in overall terms, it is non-competitive and non-risk—under a 'cost plus' contract. The contractual arrangements ensure that there is guaranteed reimbursement of drug costs (including all 'dead' stock) and operating costs, with additional amounts by way of a

notional salary for working proprietors and a notional rent in respect of freehold property. None of these features applies in normal retail activity. The only expenditure incurred by pharmacists in NHS dispensing which is not met by the above provisions is investment in working capital (including stocks) and this is recognised by the payment of a 16 per cent return on its value. It has been the view of successive governments that the make-up of the remuneration and reimbursement 'package,' including the definition of profit as a return on capital employed, fully and fairly reflects the unique circumstances of National Health Service dispensing.

"It nevertheless appears from your letter that, on analogy with the retail trade, you are now asking for the 'profit margin' to be based on turnover and no longer to be simply a fair market return on the investment of capital. I think that this is the first time in the correspondence on the present claim that your Committee has stated this aim so explicitly and it calls into question the whole nature of the present contract. It is obviously important to get this point clear and I should be glad to have your confirmation that I have understood you correctly in this matter."

PSNC's reply to the Department

PSNC's reply "notes the remarks recently made by the Secretary of State (Mr D. Ennals) at the British Pharmaceutical Conference in which he valued his relations with the profession and the great contribution which it makes to the NHS, too highly for him to want to see any dispute dragging on needlessly." The Committee continues:—

"In general you restate Departmental views with which the Committee has previously disagreed so that little purpose would be served by further comment. Your main concern appears to be to delay any further consideration of the Committee's claim until the effect of the differential payment system can be seen.

"The Committee accepts that some of the profit is included in the differential on-cost but the major part of the on-cost is concerned with the reimbursement of costs incurred in providing the Part II pharmaceutical services. Even if the remuneration made available was distributed entirely to the satisfaction of your Department every chemist contractor would receive a profit margin of 16 per cent on capital employed equivalent to 2.9 per cent on turnover. Thus the redistribution taking place through the differential on-cost does not affect the level of profits received overall and it is the overall concept to which your Department has insisted that it should have regard. The level of profit received overall is 16 per cent on capital employed and it is this figure which the Committee regards as inadequate and is

Continued on p642

Small pharmacies scheme extended

The qualifying conditions for payments under the Essential Small Pharmacies Scheme have been revised to include full time pharmacies between 2 and 2½ kilometres, and part time at least 2 kilometres, from the nearest other pharmacy. Payments will be calculated by the Department of Health in consultation with the Pharmaceutical Services Negotiating Committee. Qualifying pharmacies are those which:—

□ Were included in the FPC pharmaceutical list on December 31, 1977, for at least three months, and

□ Are 2 kilometres (1.24 miles) or more "as the crow flies" from the nearest other pharmacy, and

□ Dispensed not less than 6,000 but not more than 27,499 prescriptions in 1977, and

□ Had a non-NHS turnover, exclusive of VAT, of less than £29,600 per annum as at March 31, 1977 (non-NHS turnover for accounting years ending at other than March 31, will be adjusted to that date according to the appropriate retail price index to ensure uniformity),

□ Lodge their claim with the FPC by November 9, 1978, at the latest, and

□ Except for ex-rural subsidy pharmacies, received no payment under the provision of HN(FP)(78) 22.

Payment scales will be determined after the total number of claims is known.

Entitlement will be based on the number of prescriptions dispensed in 1977 less a deduction of £10 for each £100 by which the non-NHS turnover, exclusive of VAT, exceeds £17,500 per annum. Where the normal number of hours of service are less than 30 the payment will be adjusted *pro rata*.

Applications should be made on form FPN 202 (being sent to all pharmacies) to the FPC and must be accompanied by a certified statement of non-NHS turnover. The FPC will advise LPCs of the receipt of claims but information regarding turnover and prescriptions dispensed will not be divulged to the LPC or to FPC members with pharmacy interests.

Only the contractor listed at the time the claim is considered will be entitled to the grant. For a pharmacy opened for less than 12 but more than three months payment will be *pro rata*.

Payments made under the rural subsidy scheme will, where appropriate, be increased but require a further claim marked "Review claim". A pharmacy closed since December 31 has no entitlement to payment. There is no appeal against the FPC decision. However, the Department and PSNC are obliged to reconsider a claim in which a contractor alleges the decision was based on incomplete or incorrect information.

as disturbing and the Committee urges the Department to reach early agreement on outstanding matters both to halt the rate of closures and to provide a more satisfactory reward for the contribution made to the NHS by chemist contractors and which is highly valued by the Secretary of State.

"The Committee would, however, regard settlement of the issues defined above as being short-term palliatives and, in response to your remarks concerning the basis and nature of the present contract, consider it imperative that the Committee and the Department enter into early discussions on a general revision of the contract in order to achieve mutual objectives."

PPA data trials

The experimental computer project set up jointly by the Prescription Pricing Authority and the Department of Health, is now preparing to conduct practical trials of methods of collecting prescription data for pricing by computer. Computer manufacturers' representatives are to be invited to attend a seminar at the PPA's headquarters in Newcastle upon Tyne early in November to discuss the equipment that will be needed. The data collection trials will take place in 1979 when extra pricing staff will be recruited for the purpose.

Roche confirm their support for RPM

As predicted last week, Roche Products Ltd have announced support for resale price maintenance on their medicines. Mr Bill Gerard, managing director, took the opportunity to make the point at the official opening of Roche Products' new administrative building at Welwyn Garden City last week.

He said the company would be writing to wholesalers to reiterate that Roche's current terms cover both direct and indirect price-cutting. Mr Gerard said he hoped wholesalers could be swayed by "gentle persuasion" but if necessary the company was prepared to take "open and aggressive measures" if the present plans were not successful.

Regulations on cosmetics published

The Regulations governing safety requirements for cosmetic products have been published (The Cosmetic Products Regulations 1978 SI No 1354). Made under the Consumer Protection Act 1961 and implementing a 1976 EEC Directive, the Regulations list 350 substances which must not be used in cosmetics and lists others which may only be used within certain limits and subject to prescribed labelling. The labelling requirements for manufacturers and importers come into effect on July 29, 1979, and for wholesalers and retailers on the same date with a further two years for products supplied before that date. The composition requirements for manufacturers and importers come into effect on January 1, 1979 and for wholesalers and retailers on July 29, 1979. The printed version of the Regulations has been postponed as a result of an industrial dispute at HM Stationery Office.

Cost of the NHS

By the end of 1978 the cost of the National Health Service will have risen to £8,000 million compared with £7,100 million, according to the latest Office of Health Economics report. About 5.7 per cent of the UK gross national product is spent on the NHS, representing an increase of 46 per cent over 1949. But this is still lower than health care expenditure in most western European and northern American countries where spending on health care averages at well over 7 per cent of the gross national product.

In 1976, the latest year for which detailed breakdowns of expenditure are given, pharmaceutical services absorbed 8.9 per cent of the total compared with 8.4 per cent in 1975. But the report says this is still 20 per cent lower than in the 1960s. The hospital service accounted for 63 per cent, compared with 65.8 per cent in 1975. "Cost of the NHS" (£0.20). Office of Health Economics, 162 Regent Street, London W1.

PSNC's reply

Continued from p641

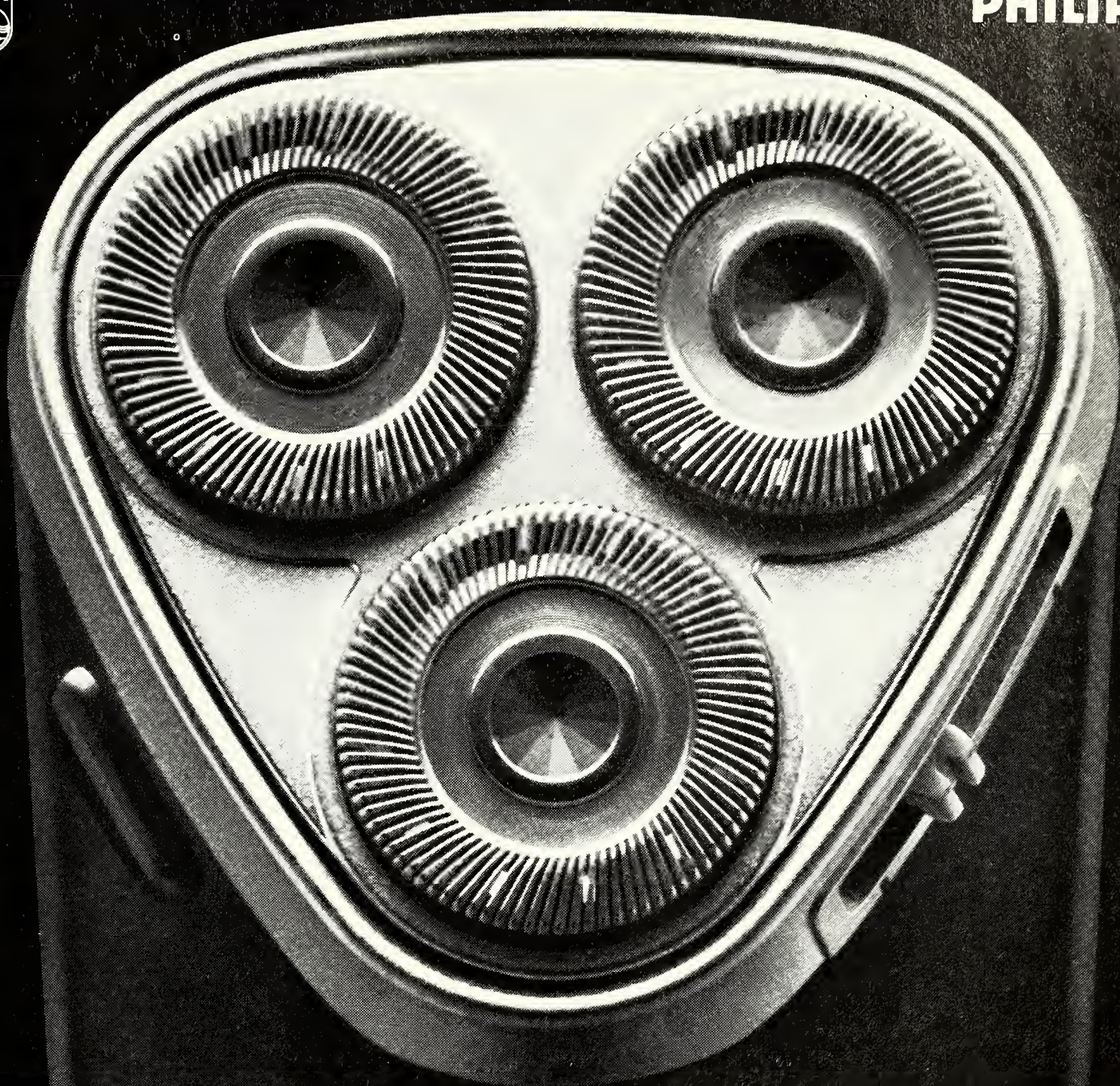
seeking to improve through pursuit of its claim.

"Although the Committee has maintained in previous years that the profit margin should be calculated as a percentage return on turnover, your Department has consistently refused to accept this basis. The Committee has therefore submitted the present claim on the basis of a percentage return on capital employed but has argued that the resultant figure must be seen to be reasonable when expressed as a percentage return on turnover if chemist contractors are to receive an adequate cash flow.

"The Committee would also draw your attention to the other major issues which remain to be resolved between the Committee and the Department, particularly those relating to the NHS allocation of the cost of the first pharmacist in each pharmacy, property costs and amendment of the price change timetable for drug cost reimbursement. The problems of NHS remuneration for the chemist contractor are not confined to the determination of the net profit margin per prescription and early progress on other issues is necessary if an adequate pharmaceutical service to the public is to be maintained. The continuing figures for pharmacy closures can only be described



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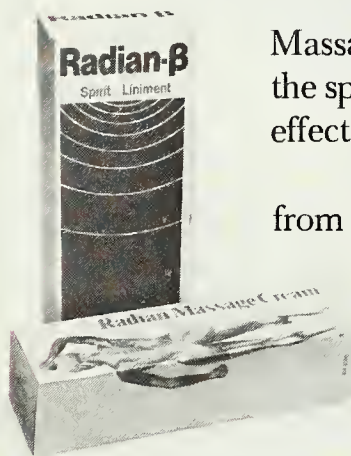
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PHARMAGEN

PEOPLE

Irish vice-president not re-elected

The vice-president of the Pharmaceutical Society of Ireland failed to gain re-election to the Society's Council, it was announced at the annual meeting.

Mr P. M. Browne had been treasurer of the Society before becoming vice-president and had been expected to step into the presidency with the forthcoming retirement of Mr M. F. Walsh. The new member of Council is Mr Jim Forristal, Cork; re-elected were Messrs T. P. O'Donnell, Power, Hillery, Guckian, Miller, and Kathleen O'Sullivan.

This year's Nicholas award winner

The Guild of Hospital Pharmacists have announced that the winner of the Nicholas Award for 1978 is Mr J. M. Neil, district pharmaceutical officer to the Western General Hospital, Edinburgh. The title of his paper is "The prescribing and administration of intravenous additives to infusion fluids" and consists of a reference manual for hospital pharmacists he produced over a four-year period.

It deals in particular with the problems of incompatibility in infusion fluid drug admixtures, the various types of interactions possible, and information on techniques which avoid multiple mixing. The manual is presented in a loose-leaf form for ease of up-dating, review and addition.

The award-winning lecture will be presented in conjunction with the branch delegates' meeting of the Guild in Manchester on February 2, 1979 and will be published in a subsequent issue of "Proceedings of the Guild".

Mr Mark Hawes, MPS, of Basingstoke, Hants has won the £500 R. P. Scherer Award 1978 for young pharmacists for his paper on "The effect of some commonly-used excipients on the physical properties of film-formers used in the aqueous coating of pharmaceutical tablets." The aim of the award is to encourage young pharmacists working in, or about to enter, industry to take an active part in the development of their profession. Mr Hawes works at the Lilly Research Centre in Surrey.

Dr Colin Duncan, MPS, has been appointed editor of *MIMS* in succession to Mrs Frances Wilson, who has been editor for the past 10 years. Dr Duncan obtained a first-class honours degree in pharmacy followed by a PhD at the University of Wales Institute of Science and Technology. He is at present a lecturer in pharmacology at the school of pharmacy, Brighton Polytechnic.

TOPICAL REFLECTIONS

by Xrayser

Seen but not heard

Last week I spelled out what I think will happen in consequence of this eruption of drug price discounting. In saving 5 per cent on a parcel every one of us likes to think that the £10-20 goes straight into our profit account, and quite unrealistically ignores the fact that the Department of Health calculates our overall discounts and removes them from our payments. Our oncost is calculated therefore on the reduced price, so that we make less money than if we had paid full price. What beats me is how the discounts ever started, for the makers themselves can hardly pick up much extra profit unless, like Merck, Sharp & Dohme, they deal direct. I never thought to find myself being grateful to Roche, who while notoriously keen for profit, have never stooped to pick pennies from us.

In view of the awful spectre conjured up by the events of the past few months, could not the leaders of our profession—retail, wholesale, and manufacturing—come to a cast iron agreement to finish "ethical" discounts, and genuinely cease to supply anyone who attempts to bend the rules? The benefits are so obvious. Only in this land of wilful absurdity can the truth be seen but never heard.

Flagrant marketing

In the reports of the conference organised by the Ulster Chemists Association last week, I noticed a revealing paragraph or two on fragrances. What the speaker had to say needs thinking about. He said that the philosophy behind fragrance marketing entailed taking into account the diminishing number of pharmacies, implying a search for other suitable outlets, while recognising we were still one of the most worthwhile sites and as such were supported. Thank goodness for that! It was interesting to learn that the average woman bought a perfume only once in nine months and that there was no brand loyalty (The question "Why?" was not asked.) We must deduce therefore that women are persuaded by advertisements to try something different when they have finished the one they are using, which explains why it is national policy to remove one perfume from a range when a new one is introduced.

That it was Yardley saying this is a pity, but irrelevant, for it merely confirms that the 20 or 30 new perfumes launched by manufacturers over the past couple of years were all "marketing exercises", and thus being remote from the realms of enduring classics must be viewed with scepticism as "Once-ers". This insight goes a long way towards explaining why few in my pharmacy can tell the difference between any perfumes initially while the response to them after a couple of hours is best described in space age jargon . . . "Negative . . . Cat can do better".

Yet occasionally a woman comes in, wafting some exotic aroma, and heads turn, while the girls whisper . . . "No 5 . . . Estee Lauder . . . Intimate . . . Apple Blossom . . ." or one of the famous dozen. Being susceptible to these things I must confess I like the thought of a fine distinctive perfume maybe rocking the room? Not so long ago a customer called in my shop wearing a warm unsharp fragrance and sadly inquired if we had any Vivaldi perfume. I rang a friend who stocked Cyclax, but was told he had no more, as it had been discontinued a couple of years ago because it did not fit into the new plans of that company. He too thought it a potential classic but badly marketed and left to die. Amazing isn't it, how with all the rubbish, the good ones can be lost.

News in brief

□ Chemist contractors in England in July dispensed 24,543,960 prescriptions (15,003,557 forms) at a total cost of £42,494,016, representing an average cost of £2.19 per prescription.

□ An insulin chart, showing colour coding, animal origin, preservative, physical state and pH, and onset, peak activity and duration of action of the various insulins is available (£0.25 plus postage) from the Drug Information Centre, London Hospital, Whitechapel, London E1.

COUNTERPOINTS

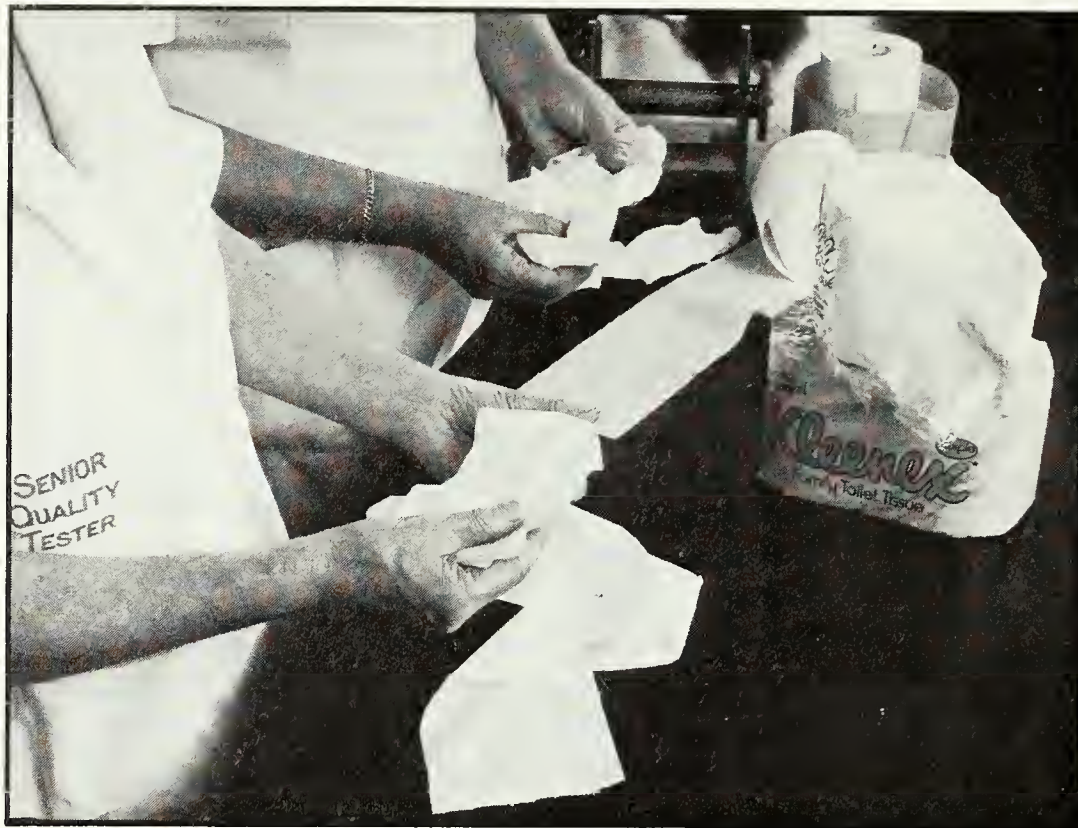
Kimberly-Clark relaunch the Kleenex family toilet tissue

Kimberly-Clark Ltd are relaunching their family toilet tissue, in a bid, they say, to increase their share of one of the biggest consumer markets. Comments Jim Hollins, general manager of the consumer division: "We plan to double our share at least in a market currently estimated to be £130 million annually."

The company says that they have decided to relaunch this product after more than two years of "thorough investigation into the preferences and needs of the consumer and the trade—and applying our findings to the development of the right product and packaging". Their major task was to produce a good balance between softness and strength. The British, it seems, are particular about such personal products as toilet tissue. The company says that independent industry research figures show that the cheaper brands of toilet tissue are consistently losing ground.

Approximately 80 rolls of toilet tissue are bought per household per annum and soft tissue is now said to account for 98 per cent of toilet tissue sales.

The new Kleenex family toilet tissue has 240 sheets per roll, each sheet averaging 11.1 by 13.9cm—a wider sheet than usual, says the company. Softness and strength are both said to have been improved, and the relaunched product is available in six colours, pink, blue, green, yellow, purple and white. Research has indicated that consumers purchase a



colour which complements their bathroom decor. There is a new pack design and two rolls are wrapped side by side in polythene. There are 18 twin packs per outer.

A 30 second television commercial has been produced to support the relaunch and features a father playing with his 18 month old daughter to reflect the analogy

of softness and strength together. The campaign breaks in the week beginning November 6. 5p coupons will be featured in advertisements in the national Press and in addition a 4p coupon will be delivered door to door in the Greater London area during November. Prices remain unchanged. *Kimberly-Clark Ltd, Larkfield, Near Maidstone, Kent.*

Caxton sponsorship

Tom Caxton is again this autumn sponsoring the Tom Caxton Hurdle Series of horse races, introduced last year. Seven races will be sponsored by the brand from now to December, with the final run-off in March next year. Prize money for the final will be £4,000—£1,000 more than last year.

The eight meetings take place at: Kempton Park (October 21), Newcastle (November 18), Wolverhampton (November 25), Wincanton (November 30), Chepstow (December 2), Lingfield (December 9), Fakenham (December 23) and—the final—Chepstow (March 17, 1979). Six of the races will be televised live, while Tom Caxton will be in strong evidence on-course. A silver trophy will also be presented to the winning owner at the final, while a £25 home-brew prize will be given at each meeting to the stable lad or girl with the best turned out horse and for the first correctly opened forecast of the first three horses in a Tom Caxton race in race-card competitions.

Trade guests will be invited by Tom

Caxton to the meetings, while a caption competition for wholesalers will offer the winner a free day at the final. This year, the first four horses in the seven races qualify for the final. If a race is abandoned, all the horses, which would have run, qualify for the final. *Reckitt & Colman food division, Carrow, Norwich.*

Dettol food poisoning poster

A full colour poster showing the main sources of food poisoning, the responsible bacteria and measures to combat them has been produced by Reckitt & Colman. The company says that the incidence of food poisoning, with almost 12,000 cases in 1976, has nearly doubled in four years. The poster, "the Dettol food care guide" has been designed to be useful to anyone concerned with kitchens, whether on a commercial, industrial or domestic scale. Copies are available from the Dettol information bureau, 27a Medway Street, Westminster, London SW1P 2BD. *Reckitt & Colman Products Ltd Pharmaceutical division, Dansom Lane, Hull HU8 7DS.*

Energen film

RHM Foods are making available for free loan an Energen film called, "Getting bigger . . ." This film is said to show "in an interesting and lively way" what does and does not cause people to be overweight and aims to help and encourage them to slim and stay slim.

It is about a family, Mum, Dad, teenage Jenny and young Brian, who are going on holiday. Before leaving Jenny gets upset because the clothes she wants to wear no longer fit. Mum and Dad then discover they too are overweight and decide to diet when they get back from the holiday.

The film introduces the Energen slimming plan which is designed to allow slimmers to eat typical family foods without disrupting the eating habits of those not on a diet.

"Getting bigger . . ." is a 17 minute colour film (16mm) and can be obtained from Guild Sound and Vision Ltd, Sponsored Film Library, 85 Oundle Road, Peterborough, Northants. *RHM Foods Ltd, Victoria Road, London NW10 6NU.*

New pack for Eye Dew

To strengthen the awareness of the new Eye Dew pack, Optrex Ltd are spending over £150,000 on a national advertising campaign. The mood of the advertising is said to reflect the consumer and her attitude to living—cheeky, happy, young at heart and perhaps just a little risqué.

The national poster campaign carries a pair of winking eyes with the message "boyfriends or your money back". Also strongly featured is the new Eye Dew pack. The 4 and 16 sheet posters will appear on nearly 4,500 sites throughout Britain for six weeks from mid-October until the end of November.

In addition to posters, Eye Dew will also be on radio. During October and November, Eye Dew will again be on Radio Luxembourg and Capital Radio over a four week period. Peter Pannell, marketing manager of Optrex Ltd comments: "The launch of the new Eye Dew pack is obviously a vital stage in the development of the brand. We are convinced that the mix is now right to assure continuance of the dynamic growth Eye Dew has experienced over the last four years. We now have a new brighter pack, attractive point of sale material, near perfect distribution, correct in store positioning and a continuing series of planned consumer and trade promotions." Optrex Ltd, City Wall House, Basing View, Basingstoke, Hants.

Bengue bonus

There are Bengue bonus offers on Derbac liquid, shampoo, soap and comb (12 for 10) and on Pulmo-Bailly and Bengues balsam (10 for 9). Bengue & Co Ltd, St Ives House, St Ives Road, Maidenhead, Berks.

Hygi campaign

Undercover Products are mounting an advertising campaign for Hygi hankies. The campaign on Southern television begins on October 25 and a national Press campaign has been planned to coincide with the television advertisements. For the period of the promotion Uncliffe Ltd, Great West Road, Brentford, Middlesex TW8 9DU, have agreed to distribute the product. Undercover Products (International) Ltd, Queensway Industrial Estate, Wrexham, Clwyd.

Winter shades

During November there will be two new Cutex strong nail with nylon nail polish (£0.72) shades available. The new shades, Cinnabar and Cornelian have a strong fashion appeal and may happily be worn

by women whose nails are daily subjected to the hazards of housework, office work or gardening, the company says. Chesebrough-Pond's Ltd, Victoria Road, London NW10 6NA.

More Complian advertising

A £250,000 television advertising campaign for Complian starts a four-week burst on October 16. Featuring the "brother" commercial, it is a repeat of a test campaign earlier this year which

is said to have had the effect in the London television region of doubling consumer sales of flavoured Complian.

The new campaign will continue for an extra week in those regions which have not yet been exposed to the commercial, making a five-week campaign in total, in all areas except Midlands and Ulster. Including the October-November burst, Complian's winter promotional campaign will add up to a £420,000 spend, with more national television and radio advertising following in February. Farley Health Products, Torr Lane, Plymouth, Devon.

HAVE DRY SHAMPOO PRICES GONE MAD?

AERO PUFF-ON BRUSH OUT DRY SHAMPOO

brings some sense back to DRY SHAMPOO PRICES!

THE RETAIL PRICE OF AERO IS SLASHED TO 37p.*

A lot of people are getting tired of paying fancy prices for dry shampoo powder — particularly Aerosols, which offer poor value in relation to a puffer pack, as the former contain mainly propellant and non-active ingredients.

Due to production improvements, AERO are offering a new deal.

* **PRICE SLASHED TO 37p RETAIL FROM OCTOBER 2nd, 1978.**

- **YOUR PERCENTAGE MARGIN STILL THE BEST IN DRY SHAMPOOS.**
- **DOUBLE THE ADVERTISING FOR THE NEXT SIX MONTHS (NOW ADDING NATIONAL PRESS TO OUR POWERFUL WOMEN'S PROMOTION).**

CHECK YOUR STOCKS OF AERO NOW AND HELP US BRING SOME SENSE TO DRY SHAMPOO PRICES!



International Laboratories Ltd.,
Lincoln Way, Sunbury-on-Thames, Middlesex.
Telephone: Sunbury 87411

POWERFUL BRAUN SA

THE FACTS

PRODUCTS WITH POWERFUL APPEAL

1

BRAUN SHAVER BOOST

40 million people will see Braun shaver advertising at least 10 times on national TV and in the press.

2

SPECIAL FREE LIGHTER OFFER

With the Braun Micron (Mach 2 lighter worth £10.30), the Braun Synchron Plus (Duo lighter worth £7.45), the Braun Compact (Dino lighter worth £3.46). You sell the shaver. We handle everything else.



This Christmas Braun have got some powerful winners for you.

Shavers featuring the world's most advanced foil system.

Personal Care products including Britain's top-selling hairstylers.

And our latest Braun electronic sensor hairstyling set with the amazing new heat-sensitive heart to protect hair from damage.

3

BRAUN ELECTRONIC SENSOR STYLER BOOST

40 million people will see the Braun SDE850 advertising at least 12 times on national TV and in the colour magazines.



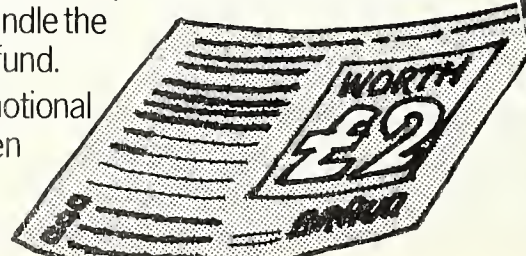
4

CASH BACK BONUS

on the Braun RS60, RS65 and DLS20 in the national press. You make the sale. We handle the £2 refund.

Each promotional

campaign has already been pre-tested and voted a winner by your customers.



£1,500,000 SALES BOOST.

* **Announcing an end to overheated hair.** We'll be launching the unique advantages of the new Braun DE850 with the 'heat-sensitive heart' on national TV and in all the leading women's colour magazines right up to Christmas.

* **Let Braun light up your Shaver Sales.** We'll be promoting the Braun range of foil shavers with national TV commercials during November and December. Backed by a massive advertising campaign in all the major national newspapers. And featuring a really superb free Braun lighter offer, on Micron, Synchron Plus and Compact.

* **Money-back bonus on Personal Care Products.** We'll also be promoting our Personal Care Products in a special new way. We're giving back a £2 bonus to any customer who buys the Braun Round-Stylers or Curl Control.

Full details will be published in the national press. Both offers run from 2nd October until 31st January, and don't involve you in any extra work at all.

All the details are handled from our end.

**POWERFUL
POINT OF
SALE ***

**POWERFUL
PROMOTION AND
PRESENTATION**

* Specially designed full colour showcards, leaflets, window posters, pack crowners and shelf strips support each campaign.

* Thousands of vouchers will be available for the Free Lighter and £2 Haircare Bonus promotions.

* During October and November, Braun will double their salesforce with merchandising girls to help you with your displays.

* And Mystery Shoppers have 1000 Braun Table Lighters to give away to you if your special displays are all set up.

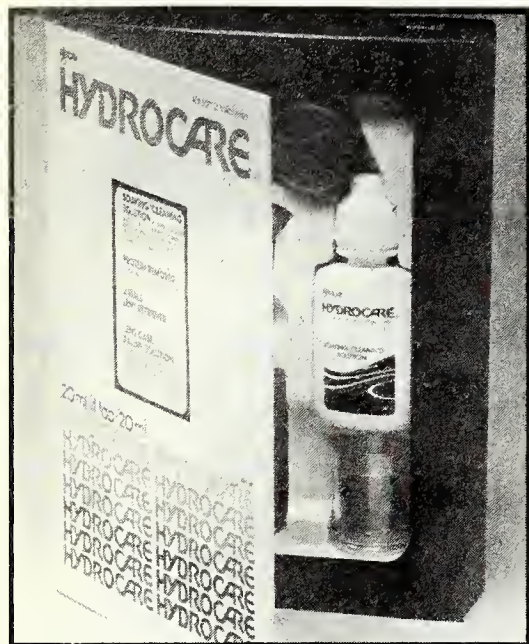
So use your brain. Stock Braun. And more power to your sales.



BRAUN

COUNTERPOINTS

Hydrocare Intro-pack



Allergan Ltd have introduced the Hydrocare Intro Pack (£1.12) which is said to contain everything the soft contact lens wearer needs and be ideal for holiday use. The pack contains one Hydrocare soaking and cleansing solution 20ml, which eliminates the need for a separate daily cleaner, one Allergan preserved saline solution 20ml, four Hydrocare (enzyme) protein remover tablets, one lens case, one lens retriever, two mixing vials and a wearer instruction booklet. *Allergan Ltd, Bourne House, Wharf Lane, Bourne End, Bucks SL8 5RU.*

Supersoft in the pink

A free sample of Supersoft conditioner is to be given with the October 21 issue of *Pink* magazine. A 12cc trial sachet will be taped to the front cover and backed by editorial on an inside page. There will also be a preview of the offer in the "what's coming next week" section of the October 14 issue.

"This promotion is an important part of our campaign to introduce Supersoft conditioner to new users," says product manager Richard Travers. *Reckitt Products, Reckitt House, Stoneferry Road, Hull HU8 8DD.*

Libra in-pack promotion

Libra press-on sanitary towels are being promoted by Bowater-Scott over October and November with a free, slim-line carry-pack inside both regular and super packs.

The carry-pack, a soft plastic wallet, is designed to enable two towels to be

carried discreetly and unobtrusively in bag or handbag. The regular size is beige; the super, orange.

Libra packs are flashed on front and end with "free inside pack: special carry-pack discreetly holds two Libra towels". *Bowater-Scott Corporation Ltd, 68 Knightsbridge, London SW1X 7LR*

Valencienne sponges

Valencienne Ltd have added a friction sponge to their range of synthetic sponges. This product (£0.42) is available in a number of colours and one side incorporates a friction foam to stimulate and refresh the skin, the other is standard foam. A triple sponge pack (£0.29) has also been made available and a marble sponge (£0.36) which is described as a "completely new development available for the first time in the UK." The marble effect foam includes antimicrobial agents to prevent slime and unpleasant odour. *Valencienne Ltd, Valencienne House, 10 Ellingford Road, London E8 3PS.*

Ektachrome 400

Prices for the recently introduced Kodak Ektachrome 400 film (C&D, September 16, p450) have now been announced. EL135-20 has a suggested retail price of £2.13, EL135-36, £3.03 and EL120, £1.70. Charges for normal processing are the same as existing Ektachrome films. Because the 400 may be exposed to an effective exposure index of 800 or 1600 by special processing, dealers are advised to contact their photofinishers for costs and availability of the service. *Kodak Ltd, Kodak House, Station Road, Hemel Hempstead, Herts.*

Vestric promotions for October

Vestric promotions for October include: Kotex Brevia, Wilkinson Bonded blades, Kleenex tissues, Cream Silk, Tampax, Clairol Nice 'n' Easy, Dextrosol tablets, Fastidia, Phensic tablets, Johnson's baby shampoo, Recital and Super Blonde, Atrixio hand cream, Radian-B, Badedas products, Halls Mentho Lyptus stick packs, Clairol Natural Balance conditioners, Tufty Tails, Johnson's pre-pack unit; Efferdent denture cleaner, Potter's catarrh pastilles, Vaseline petroleum jelly, Beautiful Body shampoo, Frank Cooper diabetic marmalade, preserves and low calorie fruit. Vestric photographic promotions, commencing in November, will include the Kodak

Pocket A-1 110 format, Ektra 22EF, Tele-Ektra 42 and 32 cameras, Polaroid's instant motion picture system, Polavision. *Vestric Ltd, Chapel Street, Runcorn, Cheshire.*

Biostrath supplies

Following newspaper publicity in the Manchester area, 2,000 bottles of Biostrath valerian sold in two days, say UK agents Vessen Ltd. They say, however, that most wholesalers in the Greater Manchester area now have supplies. If retailers have difficulty they should contact Vessen directly. *Vessen Ltd, New Mansion House, Wellington Road South, Stockport, Cheshire SK1 3UA.*

Vanamil on test

Vanamil is a new indigestion tablet from Richardson-Merrell Ltd. At present on test in Granada, Wales and West television areas, the product contains aluminium hydroxide 200mg, magnesium hydroxide 200mg, and simethicone 20mg. Dosage is one or two tablets when required. Vanamil is packed in 18's (£0.46) and 36's (£0.86). *Richardson-Merrell Ltd, 20 Queensmere, Slough, Berks SL1 1YY.*

PRESCRIPTION SPECIALITIES

Euglucon 2.5mg

Euglucon 2.5mg (glibenclamide) has been introduced by Roussel Laboratories Ltd to facilitate the transfer of patients from biguanide therapy (100 tablets, £4.56 trade). The company suggests that a 2.5mg tablet be taken, preferably at breakfast, and the biguanide withdrawn. The dosage can be adjusted in increments of 2.5mg if necessary. *Roussel Laboratories Ltd, Roussel House, Wembley Park, Middlesex HA9 0NF.*

SEMI-DAONIL tablets

Manufacturer Hoechst Pharmaceuticals Ltd, Hounslow, Middlesex.

Description White, scored, circular tablets containing 2.5mg glibenclamide

Indications As a hypoglycaemic agent in the oral treatment of patients with maturity-onset diabetes

Contraindications etc As for Daonil

Packs 100 tablets (£4.56 trade)

Supply restrictions Prescription Only
Issued October 1978

GREAT AUTUMN TREBLE

**Generous discounts on PULMO-BAILLY*,
DERBAC* and BENGUE'S BALSAM.***

BENGUE BONUS ORDER FORM (offer closes November 10th)

To: Wholesaler

Please supply

		Normal Cost	Bonus Cost
In Dozens	DERBAC LIQUID	at 12 for 10 £3.12	£2.60
	DERBAC SHAMPOO	at 12 for 10 £3.12	£2.60
	DERBAC SOAP	at 12 for 10 £2.16	£1.80
	DERBAC COMB	at 12 for 10 £5.40	£4.50
In tens	PULMO-BAILLY	at 10 for 9 £3.70	£3.33
	BENGUE'S BALSAM	at 10 for 9 £2.40	£2.16

Address

Signature

*PULMO BAILLY, DERBAC AND BENGUE'S BALSAM are the trademarks.

So get cracking.

Pharmscript

PULMO-BAILLY*

ANOTHER SUCCESSFUL STORY!



We know it tastes horrible, but more and more cough sufferers are taking PULMO-BAILLY; which is why sales are up **30%** over last year.



X Certificate:
For adults only.

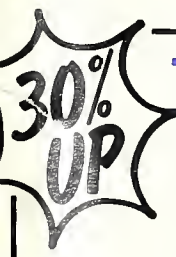
PULMO BAILLY is the adult remedy specifically formulated for the troublesome cough that needs strong medicine.



Mass exposure for the PULMO-BAILLY success story.



Your recommendation will be backed up by regular advertisements in the mass circulation newspapers and magazines such as:-



Your part in the PULMO-BAILLY success story.

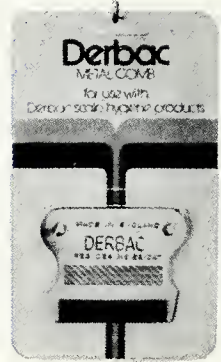
PULMO BAILLY is sold only through the chemist and many cough sufferers rely on your professional advice when choosing a remedy. If any of your customers have troublesome coughs that need a strong remedy, then recommend PULMO BAILLY.

Advertising Schedule 1978/79

Readers Digest	1,380,892 (circ.)
Woman	1,537,973 (circ.)
Woman's Own	1,578,234 (circ.)
Woman's Realm	763,540 (circ.)
Woman's Weekly	1,641,101 (circ.)
T.V Times	1,516,000 (readership)
My Weekly	872,166 (circ.)
People's Friend	712,916 (circ.)
Storyworld	99,698 (circ.)

With more and more people reading the PULMO BAILLY story sales will continue to rise. Stock up now in time for next Winter's instalment of the PULMO BAILLY success story and the next bout of troublesome coughs.

SHOW OUR TEETH.



The DERBAC* Lice comb is now available in an attractive, hang-up bubble pack. So take it out of those drawers - and put it on display for extra sales and profits.

FOR GREAT BENGUE BONUSES SEE BACK PAGE

THE COMPETITION IS ABOUT TO GET EGG ON ITS FACE.



And you are about to sell a lot more Aquafresh.

Because we're giving your customers vouchers worth 30p off their next purchase of eggs for every 3 "Eggs Offer" packs they send us.

But to sell more you have to order more.

So get cracking.

BEECHAM
TOILETRIES
sell through faster

“Of course people are always asking me to endorse products. But the sort of job I do means I have to be especially careful about what I lend my name to...”

... Carefree is a good product, well thought out, and it will satisfy a genuine demand.”

Anna Raeburn
Journalist and Broadcaster

“What we’re talking about here is a genuine increase in total sales...not taking the place of some other product, they really are new.”

U.S. Drugstore Manager

“We have strong evidence that we can repeat the success here that has been seen in other markets. To guarantee this, we will be giving the launch of this product...more support than has ever been seen previously in the British sanpro market.”

Peter Mitchell, Director, J & J Consumer Products Division

“Other companies have recognised the need for a product like this, but nobody else has got it right.”

Independent Market Research Consultant

“We'll be putting one million pounds behind the launch... double page colour ads and free samples in the big circulation women's magazines. During the first three weeks alone, our advertising will reach 76% of women between the ages of 15 and 34.”

Steve Curry, J&J Business Development Manager

“Now, for the first time, Carefree Panty Shields are available in the U.K. We can look forward to the same dramatic response other countries have seen.”*

Nick Hodges, General Sales Manager, J&J Consumer Products Division



Carefree Panty Shields.
Now in the U.K. for the first time.

Johnson & Johnson

*TRADE MARK © Johnson & Johnson Ltd 1978.

COUNTERPOINTS

Logan 'revolutionises' wet shaving



Louis Marcel Ltd are distributing a new product, which is manufactured in Italy. It is said that this product, Logan (£0.99), will "revolutionise" wet shaving by making shaving foam redundant. Logan is applied to the blade itself and it is said that the only thing necessary for the face is warm water. One of the benefits is said to be that the user can see where he is shaving.

Logan will be supported by television and Press advertising including space in *Daily Mail* and *TV Times*. The bottles come packed in a two dozen counter display dispenser. Distributors: *Louis Marcel Ltd, 12 Bexley Street, Windsor, Berks.*

Eartha Kitt sings Sparklets

International singing star, Eartha Kitt, appears in the new commercials for Sparklets International BOC Ltd. After five years of product orientated commercials aimed at educating the public in the use of their products, Sparklets says they have decided to go for "an approach that added elegance and style and typified the party scene in which their products are mainly used".

The 30 second commercial continues to concentrate on the Sparklets range of soda syphons. It also features the Sparklets Beertap. This commercial and a 15 second version featuring the Beertap only will be shown in most television areas with the exception of Ulster, Border and Scotland and Grampian. The campaign breaks on November 20 and runs for three weeks. Sparklets add that

they decided to go for an earlier burst rather than the period immediately before Christmas because their research shows that this is the peak time for making purchasing decisions. *Sparklets International BOC Ltd, Queen Street, London N17 8JA.*

Bic offer

Starting October 2, Biro Bic are spending more than £150,000 on television in less than three weeks, building on its currently quoted 15 per cent of the wet shave market, to achieve even greater inroads into this segment of trade. Once again the product commercial will be showcased by Edward Woodward and his son Peter, a format which they say has proved extremely successful so far.

Supporting the campaign is an extension of Bic's "four for the price of three" offer to consumers, and retailers accepting this offer into stock will be able to continue taking advantage of the well received promotional discount structure, says the company. *Biro Bic Ltd, Park Royal, London.*

Threefold Krups autumn campaign

This autumn Krups is launching a three-fold advertising campaign, using television, poster and women's magazine advertisements. There are two 30-second television commercials being screened in the Scottish, Lancashire, Yorkshire, London and Southern regions starting on October 16. One of these features the mixer/blender set, the second employs a split-screen technique to show off the benefits of the adjustable All-round dryer/styler, (model 400), contrasted in use with the conventional roller and dryer method of hairdrying and styling.

Support for the Allround television commercial takes the form of full page colour advertisements in the December issues of *Cosmopolitan*, 19, *Over 21*, *Honey and Company*. *Krups (UK) Ltd, West Thurrock, Grays, Essex.*

Dorothy Gray buys

Dorothy Gray are offering savings to consumers on two of their products. Spin roll-on deodorant is now available at the offer price of £0.90 (normal rrp £1.10) and a 250ml bottle of their orange flower skin lotion is offered at £2.40. *Interbeauty Ltd, 202 Terminus Road, Eastbourne, East Sussex.*

Cook's bonus

Thomas Cook are offering customers who book a package holiday from any of their 160 High Street travel shops a £40 Holiday Bonus. The offer takes the form of discounts on travel related products and services, and is, says the company, a direct result of their recognition that everyone who goes on holiday incurs extra expense over and above the cost of the holiday.

Included in the bonus is a £4.50 saving with the Thomas Cook film developing service; £0.30 off 90ml Tabac Original after shave, £0.10 off Scholl rough skin remover and £0.05 off Nivea suntan products, all only from Boots. There is also £0.06 off Energen One-Cal bottles, £0.03 off Energen One-Cal cans and £0.05 off Energen crispbread. The discount coupons given to Thomas Cook customers are valid for a year. *Thomas Cook Ltd, 45 Berkley Street, London.*

Gluten free baking powder

Welfare Foods have made available a gluten free baking powder in their Rite Diet range. The introduction of this product (200g £0.40) follows requests from many customers, says the company. *Welfare Foods (Stockport) Ltd, 63 London Road South, Stockport, Cheshire.*

Almay offers

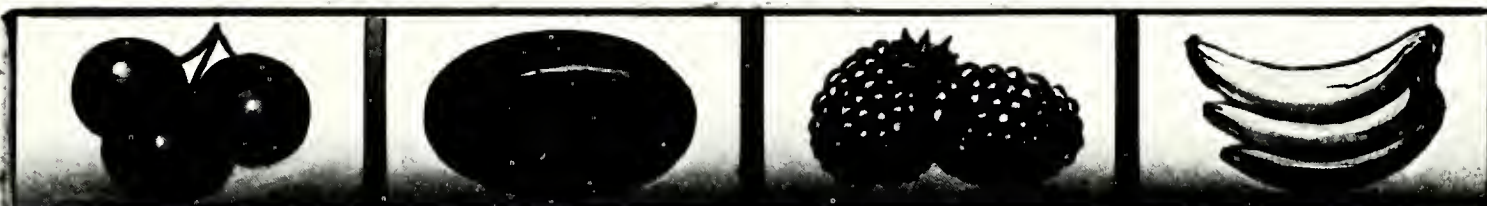
Almay are offering consumers Deep Mist Ultralight moisture lotion and night cream at special prices from early November while stocks last. The Ultralight moisture lotion 55ml will be available for £1.10 (normal price £1.50) and 125ml for £1.70 (normal price £2.50). The Deep Mist Ultralight night cream 56ml is offered at £1.40 (normal price £2.00).

The company has also added three new duo eyeshadow palettes to their Shadow n'Light range (£1.40). These are wine and roses, misty jade and everglades. *Almay (London, New York), 225 Bath Road, Slough, Berks SL1 4AU.*

Midas correction

Some of the information concerning the Midas display competition (*C&D*, September 23, p499) was incorrect. Beecham's representatives will not be taking pictures of the displays. The company requests that participants submit their own photographs before December 4 for judging by a company management panel. *Beecham Proprietaries, Beecham House, Brentford, Middlesex.*

BLACKPOT!



'Tyrozets' – a winning line for winter throats

When your customers come looking for relief from their mild sore throats and mouth irritations, 'Tyrozets' are a winning line – mild, pleasant tasting, and very effective.

To really win this winter, make sure you get all details of the 'Tyrozets' Autumn/Winter Bonus Offer, and stock up now.

TYROZETS[®]

a 'pharmacy-only' product



Each 'Tyrozets' lozenge contains 1 mg tyrothricin and 5 mg benzocaine BP. Detailed information is available on request.

[®] denotes registered trademark.

Merck Sharp & Dohme Limited, Hoddesdon, Hertfordshire EN11 9BU
Telephone Hoddesdon 67272

How to make the

1990

Christmas campaign.

1) A £900,000 campaign means a lot of new customers. So make sure you stock up with enough Shulton products to meet the demand.

2) Brighten up your windows with our lively display material.

3) Give Old Spice and Blue Stratos prominent shelf space—it'll move even faster!

4) Buy your wife a fur coat with the profits.

For further information, write to
Shulton (GB) Ltd., Seaton Delaval, Whitley Bay,
Tyne & Wear, NE15 0QT. Or telephone
Seaton Delaval (0632) 481231. Telex: 53521.

most of Shulton's



COUNTERPOINTS

Willie Rushton celebrates Elastoplast's anniversary



To celebrate Elastoplast's 50th anniversary Smith & Nephew Ltd have produced a commemorative 1979 calendar designed and drawn by Willie Rushton, well known television personality and cartoonist. It is illustrated in full colour with 10 cartoons, giving a lighthearted look at Elastoplast in use from 1928 to 1978.

The offer is available free on Elastoplast Airstrip. Point-of-sale material includes display stands, shelf strips and header cards to match on-pack designs. Smith & Nephew say that they plan to extend the offer to 1980. *Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts.*

Virol promotion

Virol Ltd are running a national 5p-off coupon promotion in November and December. Over 6 million coupons will appear in *Woman*, *Woman's Own*, *Parents*, *Mother*, and *Mother & Baby*. Managing director, Hans Hederer, says "The biggest ever Virol coupon promotion will apply to all three Virol jar sizes including our new 125g starter size. This type of strong promotion not only increases sales and gains new business, but also helps the chemist to give even better value for money to his customers." Distributors: *Jenks Brothers Ltd, Castle House, 71 Desborough Road, High Wycombe, Bucks.*

Advertising Fresh 'n Clean

Fresh 'n Clean is being advertised on television again this winter. Previous television campaigns in selected regions have produced substantial sales increases for the brand say LRC Products, and the company is now extending the advertising to two more regions.

A commercial emphasising the cleaning and deodorising properties of the

product will be shown in bursts of four weeks in the Lancashire area from October 30, and the London area from December 27. *LRC Products Ltd, Sanitas House, Stockwell Green, London.*

Wild Plums from Revlon

Revlon's latest colours for the autumn are influenced by the English autumn harvest and "wild, wild plums". Moisture creme lipstick (£1.25) and great lustre lipgloss (£1.25) will be available in wild plum, cream nail enamel (£1.00) in rose plum, and frosted lipstick (£1.25) and crystalline nail enamel (£1.00) in gilded plum and great lustre eyegloss (£1.25) in gilded bronze. *Revlon, 86 Brook Street, London W1.*

Yeast Pac campaign

Yeast Pac medicated masks are being advertised by De Witt International Ltd in *Girl about Town*, *Jackie*, *Love Affair*, *Annabel*, *Company*, *Argus Women's Three*, *Hers*, *Look Now*, *19*, *True Magazine* and *Loving*. *De Witt International Ltd, Seymour Road, London.*

Spillers play the big cat game

Spillers Foods are offering cat owners a double opportunity to win big prizes and support the World Wildlife Fund at the same time through a competition linked to Kattomeat.

Entitled "play the big cat game", the on-pack competition, arranged in conjunction with the WWF, was launched on October 9. Full details are on the reverse side of the flashed labels on all large cans of meat recipe, rabbit and turkey flavour Kattomeat. The competition offers over 300 prizes. Five people each win a holiday for two with £250 spending money on safari in Kenya—"where they cannot fail to see some of the big cats in their natural habitat."

Second prize is a limited edition of 150 framed prints entitled "leopard family" by the animal artist, Ralph Thompson, and a further 150 runners-up each receive family membership of the WWF for one year. As an additional incentive each entrant receives a 1979 Kattomeat wildlife calendar free.

With many wild cats now listed as endangered species, Spillers are giving the WWF £10,000 towards projects specifically connected with the conservation of big cats like leopards, jaguars, tigers and cheetahs. And, for every competition entry received, they are donating a further £0.10. Entrants match six illustrations of adult female cats with their respective cubs and, as a tie-breaker, complete in a maximum of eight words the phrase "Kattomeat is the big cat food because . . ." Each completed competition entry must be accompanied by seven other large labels from any variety of Kattomeat. Closing date for the competition is January 31, 1979. *Spillers Ltd, Cannon Street, London.*

ON TV NEXT WEEK

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

Airbal Breathe Easy: All areas
Anadin: All except U, E
Andrex: All except Lc, U, We, E, CI
Aspro Clear: All except E
Aquafresh: All areas
Bisodol: Ln, M, Lc, Y, NE, Sc, G
Buf Puf products: M, So
Coffee-mate: All areas
Complan: So
Dristan: So
Head & Shoulders: So, U
Farley's rusks: A
Johnson's baby shampoo: All areas
Numark: U, B, G
VO5 range: All areas
Vosene: All areas



OFFER CLOSES
Oct. 31st

A DOZEN AND ONE

WAYS TO EARN EXTRA PROFITS

STREPSILS

THROAT LOZENGES

**1 PACK
FREE WITH EVERY 12**

Gentle relief for infections
of the mouth and throat

FENOX

DECONGESTANT

NASAL DROPS
OR SPRAY

**1 FREE PACK
WITH EVERY
12**

DOUBLE BONUS

LINKED TO DISPLAY WHEN ORDERED
THROUGH YOUR STREPSILS REPRESENTATIVE

ORDER THROUGH YOUR WHOLESALER OR STREPSILS REPRESENTATIVE NOW

The Searcher Smile



...is spreading

For the first time ever, a Sensodyne toothbrush will be promoted to millions of potential new customers in a nationwide consumer advertising campaign, with over 32 million cumulative consumer impacts.

Maximum impact

We're putting our money where our mouth is. Campaign breaks in October with full-colour, attention-getting, large-space ads. in high-readership women's magazines with a budget that's as high as any in this field.

80% of Britain's young housewives

The Sensodyne Searcher will be seen by millions of readers of the Sunday Times Magazine, Woman, Woman and Home, She, and Living, for starters. And 80% of all young ABC₁C₂ housewives in Britain will



have the opportunity to see our advertisements at high frequency.

Remember!

Stock-up with Sensodyne toothbrushes now. Then you can keep smiling when the rush begins.

Sensodyne Searcher

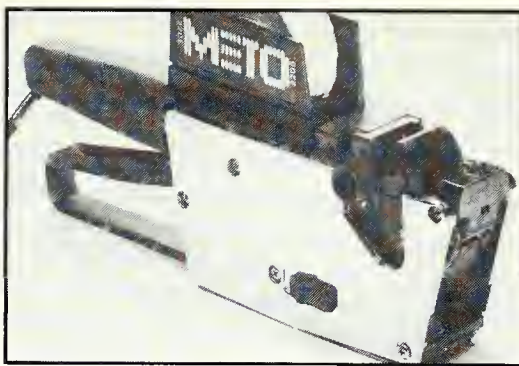


EQUIPMENT

New Generation price guns

Dymo Ltd have launched the Meto New Generation range of price guns which claim to offer greater clarity of label print and robust metal construction as their main features. They are expected to have strong appeal in retail sectors where hand-held machines are replacing other methods of price marking.

Other features include—easy insertion of label rolls, long-lasting disposable ink units which are easily replaced without mess, improved legibility of figure settings, and lighter weight to reduce fatigue during prolonged work. Demon-



Meto 2206 price gun

stration facilities are offered to potential customers, followed by a training programme for staff on delivery. A national sales team carries out after-sales service on the spot, backed-up by a workshop at the company's headquarters.

There are seven models in the range. The following take 22 x 12 mm labels: Meto 2206 (£58.90 plus VAT), offering six-digit pricing from ½p to £99.99 and single alpha code for operator identity and batch coding. This model is recom-

mended as being the best for chemists; Meto 2208 (£63.90 plus VAT), with eight digit pricing from ½p to £99.99½p and three coding digits—suitable for stock control and VAT coding.

The following take 26 x 12 mm labels: Meto 2605 (£61.90 plus VAT), a "jumbo" version with large, five-digit pricing from ½p to £9.99; Meto 2606 (£58.90 plus VAT), with six-digit pricing and the facility to mark goods at over £10.00; Meto 2608 (£63.90 plus VAT) for eight-digit pricing and the Meto 2610 (£66.90 plus VAT) for ten-digit pricing. *Dymo Ltd retail systems division, Victoria Road, Feltham, Middlesex.*

Telephone hygiene

A telephone disinfectant, approved by the Post Office Telecommunications quality assurance division, is available from Newland Brothers and Mumford Ltd. It contains cetrimide as a bactericide and a detergent and should be applied undiluted. It is supplied in five-litre polythene containers (£4.16 trade). *Newland Brothers & Mumford Ltd, 324 Harrow Road, London W9.*

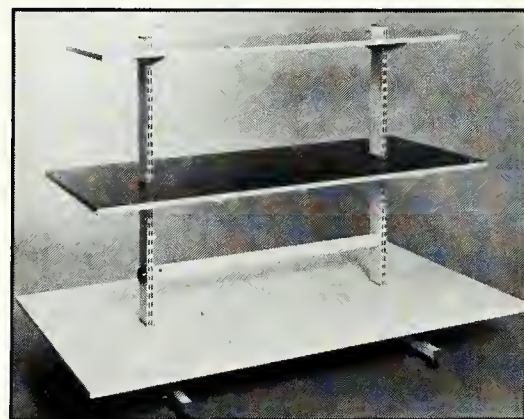
Safety pourer

Jencons (Scientific) Ltd have added a further model to their PTFE range of safety pourers, to fit the new BDH wide neck Winchester A6144 (2800) or A6146 (1120). The pourer screws directly onto the neck of the bottle and controls liquid flow, particularly useful when handling acid or noxious fluids in the laboratory. A steel band encircling the outer wall of the PTFE Seal-pour prevents over-tightening or loosening of the pourer on the glass neck, and a PTFE captive cap seals the pourer spout when not in use. *Jencons (Scientific) Ltd, Mark Road, Hemel Hempstead, Herts.*

Economy gondola

TPL have introduced a new economy display gondola which is on a special offer until November 30. The unit measures 172cm x 88cm (68in x 35in) and 4ft high with melamine reversible shelves, thus giving the retailer the choice of white or teak wood grain which are fully adjustable in height on slotted white uprights.

Additional shelves and brackets are available for use with small goods and for storage, it packs flat occupying a minimum of space. *TPL, Wood House, Wood Lane, Hornchurch, Essex.*



EAREX
for
EARWAX

Over the counter, over the years, millions* of customers have appreciated the pharmacist's advice.

Earex for earwax problems.

Who better than the pharmacist to advise customers to use a little Earex to prevent earwax problems. And benefit from the continual support of a relieved customer.

**Over the last 2 years 2,500,000 bottles of Earex have been bought through retail pharmacies.*



EAREX gentle eardrops
The brand leader for earwax relief.

QUIET PLEASE! Don't forget to stock **EAREX EAR PLUGS** (Dust and Noise Protectors). Special 12 for 10 offer expires November 30th, 1978. Attractive display card from Ernest Jackson & Co. Ltd., Crediton, Devon. EX17 3AP.

Conference ticket subsidies to continue

The Pharmaceutical Society Council has agreed to rescind its decision to withdraw the ticket subsidy to branch representatives attending the British Pharmaceutical Conference (C&D, March 11, p362). At the meeting of the Organisation Committee, the ticket subsidy to the representatives of the local committees organising future Conferences, was discussed. It had been raised at the closing session of this year's Conference in Coventry (C&D, September 23, p494). The Committee recommended, and the Council agreed at this month's meeting, that such representatives should continue to receive a ticket subsidy. It was agreed that each local organising committee should be given a total of eight ticket subsidies to enable members of the committee to attend one or each of the two Conferences immediately preceding their own. When that recommendation was discussed by the Council, the Council also agreed to rescind its decision to withdraw the subsidy to branch representatives by 10 votes to 9.

Discussion centred on the costs and the proportion of general practice pharmacists who could afford to attend Conference.

After much discussion, a motion was carried that the byelaw governing the fees paid to members of Council for attending Council or committee meetings should be altered. At present the upper limit was £10 and a figure of £20 was suggested. This change in the byelaws had to be advertised to the membership for 60 days for possible comment and then approved by Privy Council.

BASIS agrees to exempt pharmacists

The British Agrochemical Supply Industry Scheme Ltd (BASIS) has agreed to the Society's proposal that pharmacists working from registered pharmacy premises should be exempt from the requirements to be registered with BASIS and will not be refused supplies by manufacturers provided they appeared on a list to be maintained by the Society, it was reported to the Agricultural and Veterinary Pharmacists Group Committee. Such listing would ensure standards no less than those required by BASIS. Details of the listing will be given shortly. The Committee noted that BASIS now proposed not to include rodenticides and wood preservatives within the scheme. That meant that the majority of general practice pharmacists would now be affected by the BASIS proposals.

This Committee and the Practice Committee considered the proposed Medicines (Advertising of Veterinary Drugs) Regulations, which had been received from the Ministry of Agriculture, Fisheries and Food. Among comments to be made to the Ministry by the Society are that the proposed prohibition of advertisements for prescription only veterinary drugs should be extended to refer also to products that manufacturers chose to restrict to veterinary surgeons even though they were not listed as prescription only medicines.

Family planning course

A pilot appreciation course in family planning will be held at the National Health Service training and study centre in Harrogate, November 21-22, administered by the Society and the Family Planning Association. The Education Committee was told that the Society's regions in England and the Welsh Executive had each been invited to submit the names of one general practice pharmacist and course organiser, to be members of the course. It would be financed from the allocations for the continuing education of those providing Part II pharmaceutical services.

A meeting to discuss the proposed joint Royal Institute of Chemistry/Pharmaceutical Society qualification for the "qualified person" in the pharmaceutical industry had been held on September 26, it was reported to the Practice Committee. The meeting had come to no firm decisions but the representatives were considering the proposed syllabus and would be holding a further meeting.

In response to a letter from the Society, the Department of Health had indicated to the Society that it expected that cases where an area health authority would not transfer a health centre pharmacy licence would be rare, it was reported to the general practice subcommittee. In order to emphasise that, it was proposing to include in its notes for guidance on a model health centre licence a statement that, where the AHA was of the opinion, after consultation with the family practitioner committee and local pharmaceutical committee, that there were overriding reasons for not transferring a licence, the Department should be consulted. The Council agreed to approve that inclusion in the notes.

The general practice subcommittee and Practice Committee received a report that a practice of general medical practitioners in Fowey, Cornwall, had started to dispense prescriptions despite having been advised by the local joint committee for rural dispensing that they should not

dispense, and that the matter should be considered after the implementation of the Clothier Report. Their action had resulted in a fall of 25 per cent in the number of prescriptions dispensed by the only local pharmacy, which was a branch of Boots. The General Medical Services Committee had appointed a doctor to try to resolve the dispute. It was agreed, that if he did not produce a satisfactory report, a delegation from the Society should visit Fowey to meet officers of the Chamber of Trade and local council in order to elicit support for a publicity campaign.

It was agreed that the Department of Health should be informed that the Society agreed to the extension of the rural dispensing standstill. Council also agreed that the Society should prepare guidance for Local Pharmaceutical Committees on notifying the Society of impending problems concerning doctors dispensing.

A "Respect for medicines" week, organised by the Society and the Health Education Council, will take place in February, 1979. It was reported to the Practice Committee that the Proprietary Association of Great Britain had expressed interest in publicising the campaign on packs, package inserts and in advertising, and that the PAGB wished to see the campaign emphasising the value of home medication, as opposed to stressing the dangers of, and instilling fear of self-medication.

Special deliveries

The National Association of Pharmaceutical Distributors had asked the Society whether it should join other organisations in an attempt to obtain special delivery arrangements for pharmacies situated in streets closed off, or about to be closed off, by local authorities as shopping precincts, it was reported to the Practice Committee. Council said that the Society should join the NAPD in making representations on specific cases. However, they should not join with other organisations, since the case for pharmacy was stronger than that of other traders and could be weakened by such association.

A Scottish company which had been supplying Cymag by wholesale dealing to non-pharmacy retail outlets, and by retail direct to farmers, had now ceased doing so, following correspondence and visits by the Society's inspector, it was reported to the Law Committee. The company had been under the impression that it had been complying with the law, and there was no suggestion that any deliberate infringement had been made under the Pharmacy and Poisons Act 1933.

It was reported to the Law Committee that the Department of Health had confirmed that the Consumer Safety Act did not apply to medicinal products if they were subject to product licensing, and that consideration would have to be given to the enforcement role of the Society in relation to medicinal products not covered by licensing, for example,

Continued on p664

Unichem advertising case to be heard soon

The Unichem case on advertising will be heard by the Pharmaceutical Society Statutory Committee by the end of the year, Mr J. Balmford, the Society's president said at this month's meeting of Council.

Council had been looking at advertising with a view to some relaxation concerning the use of restricted titles. However, after discussing a paper by the law department, the Ethics Committee and Council concluded there should be no relaxation. Discussing the matter at Council, Mrs E. Leigh wondered whether the Unichem hearing would take place sooner rather than later, and whether it could be taken out of turn because the result would be vital to any changes that might be made.

Mr W. Howarth recalled that when the matter had been discussed in Committee there had been a tie, the chairman's casting vote deciding that the recommendation for relaxation should not be accepted. The branch representatives felt there should be some change, it had been reported from some sections of general practice that they, too, would like some changes, and he felt there should be some movements towards

change. Any relaxation need not be a dramatic movement into blatant advertising, but something should be done to reflect the atmosphere in the country, in pharmacy as a whole and certainly in general practice.

After discussion Mr Howarth agreed that he wished to refer the matter back for further consideration.

Mr J. Bannerman thought that whenever, if ever, Council decided to make a change, the right procedure would be to go to the annual meeting of the Society. Council was therefore not contemplating the implementation of a change there and then; the whole matter had to be discussed with the membership as a positive proposal.

Mr D. Dalglish pointed out that whatever decision Council took would have no bearing on any outstanding cases because they were alleged offences committed under the old regulations. He had heard nothing new which had not been rehearsed in Committee, but he assured members that if the matter were referred back it would be given the fullest consideration by the Committee. The reference back was defeated by 10 votes to nine.

Controls on medicines

Continued from p663

n o s t r u m s and counter-prescribed products.

It was reported to the Law Committee that the technical committee of the Advisory Council on the Misuse of Drugs had recommended that diethylpropion, amylobarbitone, butobarbitone and quinalbarbitone should be controlled under the Misuse of Drugs Act 1971. In the case of barbiturates it was proposed to waive the requirement that prescriptions should be written in the prescriber's own handwriting. Council agreed that the Home Office should be told that it was Council's view that full handwriting requirements should apply. The Council also agreed that the Home Office should be told that it considered there was no added security afforded by keeping barbiturates in a locked cupboard.

The Ministry of Agriculture, Fisheries and Food had written to the Society stating that vitamin injections and compound calcium borogluconate injections were to be made available from pharmacies and listed merchants, instead of being Prescription Only Medicines. The question of intramammary preparations of dapsone was still being considered by the Veterinary Products Committee.

A warning letter is to be sent to a

pharmacist who had distributed to local doctors a circular letter informing them of his opening hours and inviting them to draw the contents of the letter to the attention of their patients. The letter was in conflict with paragraph 5 of the Statement upon Matters of Professional Conduct, particularly in respect of the invitation to doctors to inform their patients of the service, the Ethics Committee noted.

Future advertisements by the Co-operative Wholesale Society referring to the issue of dividend stamps would state "dividend stamps are available on these and other toiletries and cosmetic items", the Ethics Committee was informed. Previously the Co-operative movement had used the phrase "stamps are not available on prescriptions" and the Ethics Committee had expressed disquiet over the use of that type of advertising even when no restricted titles were used. The Committee now noted this was a reasonably satisfactory conclusion.

Complaints have been made to the Statutory Committee in respect of three persons who had been found guilty at the Central Criminal Court, London, on August 3, 1978 of causing grievous bodily harm. Two of them had become registered as pharmacists between the time of the offence and the date of conviction, and the third had completed his pre-registration year shortly after the conviction. A fourth person, also convicted of the offence, was currently a third year undergraduate pharmacy

student, and papers in relation to that person are being sent to the Statutory Committee.

The Council has been looking again at its existing policy on the doctor/pharmacist relationship in the light of the recommendation of the Society's Working Party on the Future of General Practice Pharmacy that pharmaceutical services should be provided within the same building as a group of surgeries. The Ethics Committee recommended, and Council agreed, that the Society's existing policy, namely, that while there should be close professional co-operation between pharmacist and doctor there should be no business association, should be maintained, but that in exceptional circumstances the Council should consider such relationships upon their individual merit.

Boots' stationery case resolved

It was reported to the Ethics Committee that following the publication of the Council's opinion on the continued use in various forms of the registered business name of Boots the Chemists Ltd on its stationery, discussions had taken place between the Society and the company, and satisfactory agreements had been reached.


Council agreed, on the recommendation of the Science Committee, to ask the PAGB and the Association of the British Pharmaceutical Industry to recommend to their members that medicines containing alcohol should be labelled with a statement of the percentage of ethanol contained, although there was no legal requirement under the labelling regulations to declare the alcohol content of a medicine when it was present as a preservative or solvent. The Committee had noted an article, published in the British Journal on Alcohol and Alcoholism, that had drawn attention to reports of cases in which persons had taken medicines while unaware that they contained alcohol.

A letter had been received from the Department of Health concerning a proposed order prohibiting the use of phenacetin, it was reported to the Science and Law Committees. The Committees expressed disquiet over the fact that paracetamol, which was a metabolite of phenacetin, was included on the general sale list, and regretted that the Department had not supplied detailed reasons for the proposed ban. However, it was agreed that the ban should be supported.

A pharmacy exhibition similar to that staged at the 1978 Coventry Conference, will be arranged for the 1979 Exeter Conference. The Organisation Committee noted that a surplus of over £1,000 had accrued to the Society as a result of the exhibition at Coventry.

This Christmas, gifts of £30 will be made to all annuitants, to those receiving regular grants from the Benevolent Fund, to dependent children and to those who received block grants from the Benevolent Fund during the past year. The charge to guests at Birdsgrove House will not be increased in 1979.

Mouth-watering bonus offer

A hand is shown using a long, thin roulette stick to point at a roulette wheel and a craps table. The roulette wheel is in the upper right, with numbers 1 through 36 and a 0. The craps table is in the lower left, with a green felt surface and various betting numbers. Numerous colorful chips (red, yellow, blue, green, brown) are scattered across the craps table. In the foreground, several boxes of Wander Diabetic Nut Milk Chocolate are visible, featuring illustrations of hazelnuts and chocolate bars.

The Fructose Range of Diabetic chocolate from Wander is now available on cash discount bonus from your usual wholesaler. And there's a bonus for your customers: both diabetics and non-diabetics alike preferred Wander Fructose Range chocolate to other diabetic chocolate in taste trials. Buy now while stocks last: the offer is open for a limited period only.

The Fructose Range
of Diabetic Chocolate
from **WANDER**

Five ways to give a diabetic butterflies



The Wander Traditional Range of Diabetic Chocolate offers five flavours to choose from – available through your wholesaler. Full information is available on request from Wander Pharmaceuticals, 98 The Centre, Feltham, Middlesex TW13 4EP **WANDER**

Hot Line demand mounts as

HOT LEMON LEADS BOOM

**Early stocking marks sales confidence
in booming market's growth leader,
say Beecham.**

SURVEYS reflect the continuing boom in lemon cold remedies. In 5 years, demand has soared by 10½ m. doses. Despite competition from the night elixirs, independent chemist sales have rocketed 41% in the last 3 years alone . . . to a record £1,900,000.

Lemon Cold Remedies

17 MILLION
DOSES

1973

27½ MILLION
DOSES

1978

Up 43%—the one with the Beechams Powders Formula

WATCH your customers choosing their lemon cold remedy. Watch how they pick the one with the trusted Beechams Powders formula, in rapidly growing numbers. Clearly they've got the Hot Lemon promise — despite the far heavier advertising for competitive brands and night elixirs last year. "That's the one I want" . . . you can almost hear them say it . . . before they hand you the pack.

Now Hot Lemon doubles your sales impact

STARTING this October, right through to next March, the "one with the Beechams Powders Formula" will double its impact on your winter business . . .

with double advertising impetus and doubly-eyecatching displays. More and more of your customers will be saying "That's the one . . ."

DOUBLY EFFECTIVE ADVERTISING!

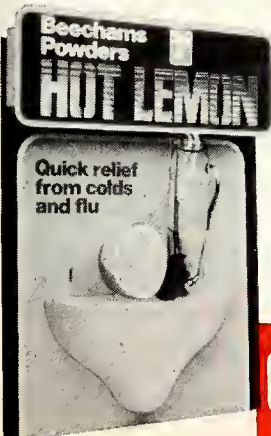


BRAND new TV commercials that tell the trusted message in a doubly-effective way. And double the exposure on nationwide TV from October right through to March. This winter, Hot Lemon matches the big-spending night elixirs . . . £ for £. When your customers say "That's the one . . ." you'll know . . . it's Hot Lemon they want!

GET ON THE HOT LINE...AGAIN

CONTACT your wholesaler again, now. Ask him if you've won one of the prizes in the Hot Line promotion. And, whilst you're on the line, talk over your Hot Lemon stocks. Either way, you're on to a sales winner. With double the advertising, double display impact, your growth leader is bound to boost your winter business

in a big way!



CHECK STOCKS NOW TO MEET BOOMING DEMAND

SCRAM
gets rid of
MICE!

Now available in
Large Triple Pack

46p

National advertising is starting

ORDER NOW!!!

FROM YOUR WHOLESALE

SCRAM PRODUCTS LTD.
LONDON N.1.



BY APPOINTMENT
TO HER MAJESTY QUEEN ELIZABETH II
CHEMISTS



BY APPOINTMENT
TO H M QUEEN ELIZABETH THE QUEEN MOTHER
CHEMISTS

NELSON'S

Britain's leading specialists in homoeopathic preparations, Nelson's produce a comprehensive range of medicines, specialities and toiletries, manufactured under modern laboratory conditions. Established in 1860, Nelson's have built up a worldwide reputation for technical excellence, quality and service which they are striving constantly to enhance. Lists of Nelson's Homoeopathic Medicines and Products are available on request.

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QUINODERM CREAM

available to Pharmacies only on prescription or for
O.T.C. Sales. Retail Price 75p incl. VAT

Quinoderm Cream

25G. Benzoyl Peroxide 10.0%, Potassium
Hydroxyquinoline Sulphate 0.5% in an
astringent cream base.

**QUINODERM
HYDROCORTISONE**

is available on prescription only. Subject to T.S.A.

Quinoderm Hydrocortisone

30G. Benzoyl Peroxide 10.0%,
Potassium Hydroxyquinoline Sulphate 0.5%,
Hydrocortisone 1% in an astringent
cream base.

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Marketing Men are coming to the
**CHARACTER
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Edenbridge Kent

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Mr Moyle sees value of more pharmacists

The increase in the number of hospital pharmacists by one third in the past five years has not only made up the deficiencies revealed by the Noel Hall report but has also allowed greater pharmacist involvement in improving the service to patients.

This was stated in a letter read at the September meeting of the council of the Guild of Hospital Pharmacists, from Mr Roland Moyle, Minister of State for Health, to Mr Douglas Hoyle, MP, president of the Association of Scientific, Managerial and Technical Staffs. Mr Hoyle participated in the Commons debate on pharmacy in June on behalf of hospital pharmacists.

The letter went on to say that Mr Moyle was pleased that the Department of Health had been able to support the recent symposium on drug and therapeutic committees. Postgraduate courses on a number of specialist pharmaceutical developments were available and there was no evidence that pharmacists were not applying for these. He recognised that, as with many aspects of the hospital service, there would always be directions in which the pharmaceutical services could be employed but it was not possible to do everything at once and it was for health authorities to decide upon their priorities. On the application of the Medicines Act 1968 to hospital pharmacy, he said that Crown Exemption continued to apply but that health authorities were expected to act as if they were subject to the conditions of appropriate licences.

Training in medical gases

Discussion of the problems relating to the testing of medical gases resulted in a recommendation that pharmacists nominated as "suitably qualified persons" should receive proper training. Concern was expressed by council at the lack of progress in the publication by the Department of Health of a draft document on the "Storage of medicines in health centres and hospitals". It was agreed to press the Department to produce a consultative document.

There was still no clarification of the Application of the Medicines Act 1968 to Health Authorities: Quality Control HN(77)64. Members agreed that clarification was required in order to advise regional health authorities on the re-grading of principal pharmacists, regional quality control, to grade IV. In a discussion on payment for on-call and standby services the divisional officer stated that a policy should be agreed as to the method of payment the various systems offering an out of hours system merited. The divisional officer presented a report of the meeting held on August 22 between the staff side of the pharmaceutical Whitley Council and Mr Eric

Deakins, Parliamentary under secretary of State at the Department of Health, when there was a discussion on the top post review. Mr Deakins believed that the present pay policy made for difficulties in correcting the four-year-old anomaly under which grade IV and V pharmacists and pharmaceutical officers were on an interim scale; even if an agreement was reached, there could be difficulties of implementation. Certainly there would have to be government agreement if the pharmaceutical top post and other professional top post salary claims were to be considered. However, some anomalies had already been corrected in the recent pay award and the Department expected this process to continue.

There had been a meeting of the General Whitley Council where a number of items of interest had been discussed. The provision of day nurseries in health service premises was welcomed but it was felt that proposed charges were excessive. The two extra statutory holidays presented problems of arrangements but it was agreed that local arrangements of convenience to the employing authority and staff should be agreed. There was an increase in the public service mileage allowance to 6.6p from August 1.

The professional secretary referred members of council to the report of the working party on preregistration experience which had been initiated by the Pharmaceutical Society. Guild council had been asked for comments and the

report would be the subject of examination by the executive committee.

He said that the defective drug recall system was under review by the Department. The editor and professional secretary had met a deputation of regional information pharmacists to discuss the position of abstracts produced by the information pharmacists which appeared to be competing with the Guild abstracts. The apparent conflict will be resolved.

The Pharmaceutical Society had written to the Guild urging support for the creation of joint RHA-school of pharmacy appointments, the incumbents of such posts to be responsible for the organisation of post-graduate pharmaceutical education. Members generally believed there was merit in such appointments and felt that the matter should be further discussed with the Society. The north east district member of council reported difficulties in the northern region over the appointment of pharmacists to health authorities. There were insufficient candidates coming forward to take up vacant posts. This appeared to be mirrored in other parts of the UK.

The Sheffield group had written to the east Midlands district member stating that the recent pay award and regrading did not reflect the quality of the work of members. They believed that the present grade II was much too wide a classification and did not recognise the responsibilities of certain specialist pharmacists. The divisional officer stated that problems of regrading should be dealt with in areas but she or the local divisional officer could give advice.

Council agreed that honorary membership of the Guild should be conferred upon Mr W. T. Wing, OBE, FPS, DBA, formerly area pharmaceutical officer, Newcastle upon Tyne Area Health Authority (Teaching).

Miss Susan Johnson being presented with first prize—a weekend in Paris for two—in a Vananil competition for chemist's assistants (see Counterpoints, p650). Making the presentation is Richardson-Merrell area manager, Mr Eddie Hughes, and looking on is pharmacist Mr S. R. Farmer, Stoke-on-Trent, who won a case of Champagne



Dispensing doctors' fee increase causes concern

The Pharmaceutical Services Negotiating Committee is meeting Mr David Ennals, Secretary for Social Services, and Mr Roland Moyle, the Health Minister, this week to discuss a recent 3p increase in fees paid to dispensing doctors.

Mr Bob Worby, chairman, National Pharmaceutical Association, and immediate past chairman, PSNC, complained last week in an address to the NPA's Chesterfield Branch that the doctors had negotiated this increase at the same time pharmacy's publicity campaign was reaching its crescendo and Mr Ennals was being threatened by a Parliamentary debate on pharmacy's problems.

He explained that the doctors' dispensing fee had previously been 24p plus a

"loading" item of 0.5p but in the latest Statement of Fees and Allowances (SFA 41), issued this summer, the loading figure had shot up to 3.6p, a rise of 3.1p per prescription. "This despite the fact that in 1975 we had in effect asked for another 5p per prescription ourselves—and, so far, have received nothing other than a vicious cut. Significantly, on today's prescription throughput 3p per prescription would be another £10m to us in one year, whereas our £10m 1975 claim, suitably updated, would be nearer £13m today. One might with justification exclaim, 'How dare he refuse us for so long and then offer the doctors a back-hander'."

"Mr Ennals is up to something, mark

my words," Mr Worby warned. "He has given a substantial dispensing rise to the doctors, he knows the LPC conference is coming up and he has to produce his response to the petition and the ensuing debate. He knows that the old line, 'The chemists haven't set out their reasons for seeking arbitration' won't hold water any more and he also knows that PSNC cannot hope to survive a continued refusal without open rebellion in the ranks."

Mr Worby said that contractors were underpaid by £38m to date, with a potential £6m in increased on-cost at risk of being recouped by the Department as an "overpayment."

There would still be no grounds for rejoicing even if Mr Ennals offered to "wipe the slate clean" of the 1975 cut because all he would be doing would be deferring it to 1979, Mr Worby continued. Next year chemists would again be £8m down, due to the cut of 11 weeks to seven weeks stockholding, and a further £15m or so down because the 1976 claim for increased cost reimbursement still remained unmet.

"What we must have—in the absence of a very dramatic change of heart on the part of Mr Ennals in regard to our 1976 claim—is arbitration, or a review body of our own, so that we do not again have to suffer deprivation, delay and prevarication over the question of our remuneration. This, if anything, is of even greater importance than the return of the £18m stockholding cut," Mr Worby said.

PSNC said this week that current negotiations with the Department were being conducted in the knowledge of the doctors' fee increase.

Where do fleas go in the winter?

Cat and dog fleas, which normally hibernate at temperatures below 55°F, will probably be around all winter these days with more and more homes having central heating. The autumnal move of the flea from outdoors to indoors has started now and eggs, lying dormant in upholstery and carpets, will hatch as the house temperatures warm up.

The People's Dispensary for Sick Animals has warned pet owners to seek advice on flea powders from knowledgeable sources such as pharmacists and vets. They suggest that pharmacists recommend that a household disinfectant, preferably one containing pyrethrins, be used at the same time as a flea powder on the pet. Skirting boards and edges of carpets, difficult to reach by vacuum cleaners, are favourite places for fleas. The PDSA warns that children and small animals be kept out of the way when this disinfection process is being carried out and they also say that the dust bags from vacuum cleaners should be burnt or sealed in plastic bags before disposal. Under-application of powders to pets is better than over-application and owners should follow the manufacturers' instructions exactly.

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new

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Put one drop of Logan on the blade itself and experience the best shave ever. No need for foam or soap - one drop of Logan lasts the whole shave through. You can see where you shave and it's faster and cleaner too!

Beautiful counter display pack contains 24 bottles (100 shaves per bottle).

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Launch Discount
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Criticism of doctors' knowledge of pharmacology

General practitioners should have a better basic grounding in the pharmacology of psychotropic drugs, concluded the author of a study of the drug treatment of patients referred from general practice to a psychiatric outpatient clinic over four years. In the study published in last week's *British Medical Journal*, Dr Peter Tyrer, Southampton University's Faculty of Medicine, considered that half the drugs were incorrectly prescribed on pharmacological grounds.

The long duration of treatment of many patients, particularly with benzodiazepines, was often unnecessary, he added. Repeat prescriptions for these drugs probably formed a substantial proportion of all prescriptions. The author was disturbed to note that many patients were taking long-term medication originally prescribed in psychiatric hospitals or clinics and GPs were apparently continuing these drugs regardless of whether regular treatment was indicated.

The results suggest that antidepressant drugs are used in inadequate dosage. At the dosages used, only sedative effects were produced and although this may be intended, the author questions the use of a drug primarily for its side effects. Many general practitioners were unaware that their prescriptions were insufficient to produce true antidepressant effects.

Simultaneous prescribing of virtually identical compounds is likely to increase says the study unless a greater control of the introduction of "me-too" drugs can be brought about. Until then, larger slices of NHS budget will be "squandered" on unnecessary psychotropic drugs.

'Shocking' problems with Remington's M3

Certain electric shavers have been found to present a risk of electrocution, according to the Department of Prices and Consumer Protection. A number of Remington M3 electric shavers made in France and sold in the UK since April 1977 may have an electrical fault which, under certain circumstances, could cause the user to receive an electric shock.

Consumers will be informed by advertisements in all the national newspapers, including *Irish*, on Friday October 20 and Sunday October 22. Pictures of the offending shaver will be used and a Freephone number given (2324 from October 18) inviting people with these shavers to ring. A pre-stamped pre-addressed label will be sent to them so that they can return their shaver and receive a new or re-worked model plus a new 12 month guarantee. People living in London, Birmingham, Bristol and Manchester are invited to

take their shavers into the local showrooms. The model concerned is marked on the base "Made in France 5MF1D" or "6MF1D", and anyone possessing one is strongly warned not to use it again under any circumstances. Sperry Remington M3 shavers made in the USA are not affected, nor are Remington rechargeable shavers.

Retailers' stock will be exchanged by the company and customers coming in with M3 shavers should be told to send it back to Sperry Remington at Apex Tower, Malden Road, New Malden, Surrey.

Reports of 'pill' decline denied

There is no firm evidence of a significant decline in the use of oral contraceptives, the Department of Health said last week. Earlier, the Family Planning Association had estimated that "pill" usage had fallen this year because women over 30 were changing to other methods.

The Department said that reminders to doctors about the "pill's" increased risks for older women and the publicity given to research findings had undoubtedly influenced some older women. "This has been offset in the past by the fact that the majority of young women have no reason to avoid using the 'pill' as their first choice of method of contraception."

Provisional returns from family planning clinics in England for the year ending December 31, 1977 showed that more family planning clinics were providing more sessions attended by more patients than in 1976 and there was a similar increase in the number of patients provided with contraceptive services by family doctors. "These figures give no support for claims that the NHS family

planning services are being reduced."

The FPA says there has been a big increase in condom usage (perhaps 100,000-200,000) and spot checks show increases in cap and IUD patients. And large numbers of older men and women were asking for sterilisation. The FPA is worried about the long waiting lists for sterilisation operations and the fact that some clinics are refusing to supply condoms.

In March the Department asked health authorities to expand sterilisation services to help meet the increased demand. A recent survey showed that on the trend current in 1975 almost a third of otherwise fertile couples represented by women aged 30-34 would have an operation resulting in sterility by the time they were 35.

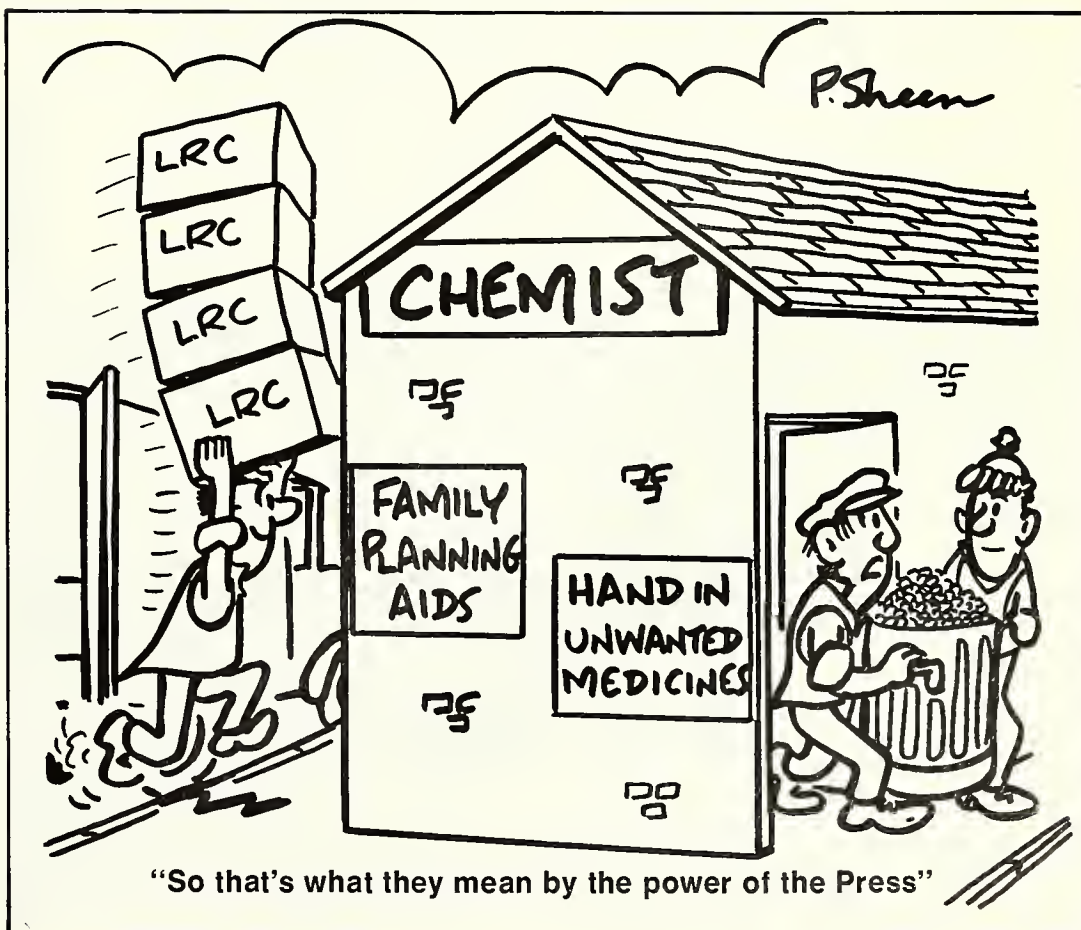
Advertising code on contraceptives

The Independent Broadcasting Authority has issued new guidelines on the advertising of contraceptives but is still refusing mention of brand names.

Advertisements will be accepted only through official or officially sponsored family planning centres, the Central Office of Information or Health Education Council, and the advertiser should be identified. A reference to the availability of advice from doctors and clinics should be included.

References to contraceptive methods and devices may be accepted provided it is made clear that advice on alternative methods should be sought. The commercial availability can be mentioned providing brand names are not used.

The IBA's advertising control division will still have to give its approval to make sure the advertisements do not give "undue offence."



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PELLETS FOR **MOUTH ULCERS**

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The Advertising Standards Authority
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‘Look at him now. Isn't he beautiful?
Yet five minutes ago I could have quite happily
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Thank goodness the chemist recommended
Dentinox. It's the only one specially formulated
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as he hit the pillow. Thanks a lot Dentinox. From
now on it'll be a good night for me...



**...and it's a good night
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LETTERS

'PSNC's role needs investigation'

I am grateful to Mr Brining (financial executive, PSNC) for correcting an error of "fact" in my letter, "Does the PSNC earn its keep?" (*C&D*, September 30, p568).

The error which Mr Brining corrected was my statement that "contractors ultimately pay this money" when I referred to the enormous increase which the PSNC have negotiated with the Department of Health for its *own* use, from £105,000 in 1975 to £245,000 in 1978, an increase of 233 per cent

The "factual" correction which Mr Brining made was that this money is *not* ultimately paid by the contractors, as both I and many contractor colleagues have been led to believe, but is in fact paid to the PSNC by the Department.

If this is the case, as Mr Brining assures us it is, then this immediately brings into question the validity of any negotiations conducted by the PSNC with the Department on behalf of contractors. How can the PSNC negotiate with strength and with complete impartiality with the Department on our behalf when the PSNC is "tied" to the department by its purse strings and relies on DHSS monies for its continued existence.

Can this totally regular arrangement be the reason behind the continuing failures of the PSNC to secure any "new money" for contractors, as compared with its continuous success in securing "new monies" for its *own* uses?

As a contractor and LPC member I feel that the whole unsatisfactory method of the financing of the PSNC, its relationship with DHSS, and its utter and complete failure "to deliver the goods" for contractors requires urgent and thorough investigation to establish exactly whom it is supposed to represent, and whether or not its claim to be a negotiating body contravenes the Trade Descriptions Act.

Stanley Blum

Laleham-on-Thames

It is now time to say 'stop'

I am sorry for the delay in replying to Mr Martyn Lloyd who seemed so upset at my concern for the aged. This ridiculous nonsense regarding the filling in of a prescription by the aged while the teenager trots away with her six months' supply of you-know-what may seem trivial to Mr Lloyd but will not appear to be so when one has left the ranks of employed and is at the mercy of the bureaucrat. I am fully aware of the problems that beset pharmacy and that seem to have done so for years on end, but surely we don't have to wait for a

world disarmament conference before we can tell our "Little Willie" to "put down that air gun and stop pointing it at your Dad".

Many years ago when we returned from world war two we looked to Beveridge, and even Nye Bevan himself, to bring a little quality and compassion to our lives. In this super plastic world of ours, slowly but surely moving towards 1984 (or is it now 1986?), we can only look back to the years of promise and hardship as experienced by many in the pre-war years and say with not unjustified nostalgia: "How green was my valley". Yes how green indeed.

S. Martin

Kendal, Cumbria

Health foods in pharmacies

I was very interested to read the letter from Mr R. Gunn of Peacehaven (*C&D*, September 30), and as a representative supplying health foods to retail pharmacies, I can confirm that many are thinking along similar lines.

I believe that the retail pharmacy has a vital part to play in improving the nation's health through preventative dietary methods, an activity that fits very well with the pharmacist's work of providing medicines when necessary.

Mike Medleycott

Health & Diet Food Co Ltd

Looking closely at Unichem's rules

Mr Mulholland, in his letter last week, has fallen into the common trap of expressing as fact his own misinterpretation based on inadequate information. His extracts from the rules of Unichem are correct, but he clearly doesn't understand that the rules of the Society must be drawn up to take account of the requirements of the Industrial & Provident Societies Acts—just as a limited company must comply with the Companies Act.

In 1976 we specifically requested the registrar's permission to increase the level of interest on members' shares. I give below the relevant extract from his letter:

"An increase above the present rate (ie 5 per cent per annum or 1 per cent per annum above the Bank of England's minimum lending rate) would be unacceptable for the reason that a member should not invest in an Industrial and Provident Society in order to earn a high rate of interest and that any interest charges a member pays on money he borrows to invest in the shares of the Society should be recovered by the dividend he is paid on the business he transacts."

Peter Dodd

Managing director,
Unichem

Cavale winner enjoys weekend in Paris

Matt MacPherson MPS (below right) and his wife, receive their aeroplane tickets from Ray Simons, in charge of marketing and operations, Fabergé's fragrance division, before flying off to Paris. Mr MacPherson won the Cavale buyers competition with the tiebreaking sentence; "We like Cavale because its chic French connection complements Fabergé's savoir faire". Mr and Mrs MacPherson were off to enjoy three nights in Paris during which time they had dinner at Maxim's restaurant, a trip down the River Seine, an evening at a French night club and a grandstand seat for the Prix de L'Arc de Triomphe at

Longchamp. When not winning competitions or dispensing Mr MacPherson enjoys canoeing and is a member of the Scottish Archery Team. He is one pharmacist, he says, who is not going to worry and work himself to a standstill before his allotted span.

His pharmacy, P. K. MacPherson Ltd in Saltcoats, Ayrshire, which he inherited from his father, concentrates on providing customers with unusual and up-market products. "The sort of things," he says, "which they simply could not get from the multiple down the road, and," he adds, "they certainly seem grateful for it."



Glaxo profits down by £4m

The trading profit of Glaxo Holdings Ltd, at £80.9m in the year ended June 30, was £4 million down on the previous year. Group sales excluding wholesaling were £410m, an increase of 9 per cent, but the rate of increase in the sales of the group's older products slowed down at a time when the new products were not yet contributing enough to make up the difference. Wholesaling sales by Vestric Ltd were £151m compared with £127m in 1977.

HR-Coty take-over not referred

Mr Roy Hattersley, Secretary of State for Prices and Consumer Protection, has decided, on the information at present before him, not to refer the take-over by Helena Rubinstein Ltd of Coty Ltd to the Monopolies and Mergers Commission under the provisions of the Fair Trading Act 1973.

New Benson company

The Benson Group have formed a new company—Benson Bear Brand Ltd. This is an amalgamation of Benson Hosiery Ltd and Benson Marketing Ltd, closely linked to their hosiery manufacturing company, Bear Brand, which is in Liverpool. Mr Alan Cotton, managing director, addressing a management meeting last week, stressed that by pooling both companies' resources in equipment, production, distribution, personnel and research, the whole trade would benefit.

The new board consists of Mr Alan Cotton, managing director, Mr George Raby, sales director, Mr D. Clark, Mr P. Bassett, Mr N. Saha, Mr H. P. McKevitt, Mr T. L. Roberts and Mr S. M. Harris. Benson Bear Brand will be run on a divisional basis: Mr M. Speck will control Scotland and Yorkshire, Mr L. G. George will cover the north west and Midlands, Mr P. Bassett will be responsible for South Wales and western England, and Mr H. P. McKevitt will control East Anglia, London and the Home Counties.

Combe and Scholl settlement

Scholl Inc have accepted the proposal by Combe Inc for a full and final settlement of their disputes on a world-wide basis. Combe have withdrawn all claims for damages and costs, and court proceedings against Scholl in London and New York have been dismissed. Scholl Inc have agreed that all proceedings against Combe's patents in Canada and West Germany will be discontinued.

The Scholl odour destroying cushion

insole which was withdrawn from the UK market last year will not be reintroduced in its original form. Instead, there will be a relaunch of a new product, says the company.

Laporte hopeful for future

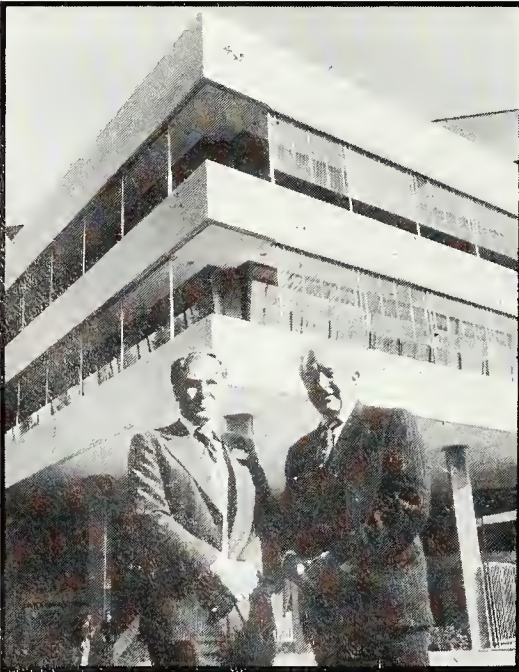
Laporte Industries (Holdings) Ltd have increased sales, £80.6 million, during the six months ended July 2, 1978, compared with the same period in 1977 (£74.9m). However, pretax profits were considerably reduced to £4.7m from £7.02m. Sales for the year ended January 1, 1978 were £151.5m and pretax profits £10.2m. The chairman, Mr R. M. Ringwald, says trading conditions, coupled with constantly moving exchange rates, made it difficult to predict how the year's results would turn out, but the company was hopeful that the worst of the depression was behind them.

A & W buy new site in London

Albright & Wilson Ltd have purchased a 10.4 acre site in London from Great Portland Estates at a cost of £3.8m for its Bush Boake Allen Ltd flavours and fragrances subsidiary, last week.

The site, the Uplands Trading Estate, is adjacent to Bush Boake Allen's existing headquarters and production site at Walthamstow. Mr Ron Mason, managing director, Bush Boake Allen Ltd, said, "This acquisition is an important element of our long-term growth requirements. We have no immediate plans for the site other than the development already in hand with the premises we already occupy."

Mr Bill Gerard (left), managing director, Roche Products Ltd, and Sir John Butterfield, chairman of the Medicines Commission, outside Roche's new administrative building, Welwyn Garden City, which Sir John officially opened last week (Photo courtesy of "Welwyn Times")



Briefly

Orlane Cosmetics (UK) Ltd have moved to 21 Grafton Street, London W1X 3LD.

Olney Bros Ltd, together with **Interplan Electrics Ltd**, a subsidiary, have been bought by Burns-Anderson Ltd, of Manchester. Management structure, staffing, and trading policies will continue as before, but Mr Frank Salisbury has been elected to the boards and appointed chairman of each company.

APPOINTMENTS

Newey Group: Mr Bryan Knight has joined the company as chief executive and deputy chairman.

Trade Studies Ltd: Mr Clive Moon has been appointed managing director. The company specialises in research into the retail trade.

Ilford Ltd: Mr John Fraser has been appointed chief executive and managing director with effect from November 1. Dr Albin Knecht will succeed Mr Fraser as director, marketing.

Krups (UK) Ltd: The company has decided to appoint retail representatives, initially in three sales areas: Sandra Keyworth in Yorkshire and Lancashire; Doreen Tame in the Home Counties and Nigel Nash in the south of Wales and west of England.

Cadbury Schweppes Ltd: Mr A. K. Slipper, previously managing director of the health and chemicals division has become deputy managing director of the tea and foods division. Mr Clive Thompson has been promoted to managing director of the health and chemicals division.

Tudor Photographic Group: Mr Michael de Semlyen, group managing director, has been appointed chief executive responsible for implementing and controlling the total activities of all member companies. Mr Peter Semlyen, group chairman, will continue to direct the financial and administrative functions of the group.

Health centre developments

Stockport AHA has been granted planning approval for a new health centre on land bounded by Lloyd Street, Short Street, Oxford Way at Heaton Norris, greater Manchester.

The Hadston clinic at **Morpeth** is to be extended to form a health centre including four examination and consulting rooms, dental surgery, lecture theatre and ancillary rooms.

The Borders Health Board plans a health centre at The Old Station, Gala-shiels to cost £300,000. There are also plans for a £300,000 health centre at Kelso, and another at West Linton. A health centre complex is proposed at Peebles to cost £1 million and another is planned as part of the proposed 50 bed, £3 million new hospital at Hawick.

Sulpha shortages

London, October 11: The shortage of sulphonamide and some of its derivatives which has hit the pharmaceutical chemical market in the past few weeks has caused a major supplier in the UK to withdraw its schedules for phthalyl and succinyl-sulphathiazoles. Stocks of imported material have recently been traded at levels approximately 15 per cent above the newly withdrawn schedules. The reason for the shortage is not easy to trace but it would appear to have been brought about by a combination of factors. Eastern Europe, normally an important source of supply, is using more for its own consumption and the manufacturers there are having difficulty in meeting their own requirements. This has coincided with an important American manufacturer having production difficulties. Elsewhere in chemicals nicotinic acid and nicotinamide are dearer.

Among spices Cochin ginger is easier and there are encouraging reports of the new crop in India. Madras turmeric is still unavailable from source (except in powder form) although a delegation from Japan has persuaded the Indian authorities to make them an allocation of 800 tons. British merchants are asking their own trade association to make similar representations.

In essential oils movements were marginal reflecting only currency changes. A few oils such as Brazilian peppermint are expected to weaken further while others like citronella will continue their firmer trend.

Pharmaceutical chemicals

Ammonium acetate: BPC 1949 crystals £0.7378 kg in 50-kg lots; strong solution BPC 1953 £0.243 kg in 200-kg lots.
Ammonium bicarbonate: BPC £178.35 metric ton, ex-works, in 50-kg bags.
Ammonium chloride: Pure in 50-kg lots £0.2344 kg for powder.
Ammonium tartrate: Commercial £1.51 kg in 50-kg lots.
Ascorbic acid: (Per kg) £7.70; 5 kg £6.45 25-kg £5.70 sodium ascorbate, as for the acid; coated, £7.91, £6.66, £5.91 respectively for same quantities; palmitate £21.14, £19.89, £19.14 respectively.
Aspirin: 10-ton lots £1.40 kg; 1-ton £1.48.
Biotin: Crystals £7.13 per g; £5.13 in 100-g lots.
Calcium carbonate: BP light £145 metric ton.
Calcium chloride: BP anhydrous 96/98% £0.93 kg in 50-kg lots of powder; granular £0.95; hexahydrate crystals BP 1968 £0.68.
Calcium gluconate: £1.562 per metric ton.
Calcium lactate: 100-kg lots £1.35 kg.
Calcium pantothenate: £7.70 kg in 25-kg lots.
Carotene: Suspension 10% £33.42 kg; 5-kg £31.42 kg. 30% £59.13 and £57.13 respectively. Crystalline £174.05 kg.
Cyanocobalamin: (Per g) £3.88 in 10g lots. £1.88 in 100g lots.
Ferric ammonium citrate: BP £1.70 kg in 250-kg.
Ferric citrate: £2.75 kg in 250-kg lots.
Ferrous carbonate: BPC 1959 saccharated £1.70 kg (50-kg lots).
Ferrous fumarate: BP £1.75 kg in 50-kg lots.
Ferrous gluconate: £2.060 per metric ton.
Ferrous succinate: BP £4.50 kg in 50-kg lots.
Ferrous sulphate: BP/EP small crystals £560 metric ton; dried £560 metric ton.
Nicotinamide: (Per kg) £5.60; £5.31 in 5-kg lots; £4.56 (50-kg).
Nicotinic acid: £6.51 kg; £5.01 kg in 50 kg lots.
Phthalylsulphathiazole: Nominal.
Pilocarpine: Hydrochloride £328 per kg; nitrate £308.
Pyridoxine: (Per kg) £27.70 kg, £28.45 in 5-kg lots; £25.70 (20-kg).
Riboflavin: (Per kg) £33.42; 5-kg lots £32.17; 10-kg £31.42; diphosphate sodium £80.56, 5-kg £78.56.

Sandalwood: Mysore £80 kg spot; no shipment.
Succinylsulphathiazole: Nominal.
Sulphaquinolaxline: BVetC £10.27 kg; sodium salt £11.69 kg both in 500-kg lots.
Thiamine hydrochloride: Per kg £19.05; 5-kg £17.80; 25-kg £17.05; mononitrate as for hydrochloride.
Tocopherol: DL alpha £19.31 kg; 5-kg £17.13 kg.
Tocopheryl acetate: £16.56 kg; £15.31 kg in 5-kg lots; £14.56 (20-kg). Powder 25% £16.13; £14.88; £14.13 (25-kg) respectively.
Vitamin A: (Per kg) acetate powder 500,000 iu/g, £17.70; £15.70 in 5-kg lots. Palmitate, oil 1 miu £17.99; £15.99; water-miscible type 100 £6.27 litre; £4.27 litre in 6 litres.
Vitamin D2: Type 850, £52.42 kg..
Vitamin E: See tocopheryl acetate.

Crude drugs

Agar: Spanish/Portuguese £5.50-£6 kg nominal.
Aloes: Cape £950 ton spot; £900, cif. Curacao £1,980, cif.
Balsams: (kg) Canada: Lower at £13.40 spot; £13.30, cif. Copaliba: £2.50 spot; no cif. Peru: £8.45, spot £8.40, cif. Tolu: £5.40 spot.
Benzoin: £163 spot; £162, cwt cif.
Camphor: Natural powder £5.40 kg spot; £5.30, cif. Synthetic £0.90 spot £0.75, cif.
Cardamoms: Alleppy green No 2 £9.50 kg, cif.
Cascara: £960 metric ton spot; £950, cif.
Cherry bark: Nominally £1,240 metric ton spot; £1,220, cif.
Cinnamon: Seychelles bark £480 metric ton spot; £390, cif. Ceylon quills 4 o's £0.64 lb; and featherings £0.174 lb, both cif.
Cloves: Madagascar/Zanzibar £4,300 metric ton spot, £3,945, cif.
Cochineal: Tenerife black brilliant £17.50 kg spot. Peru silver grey £15.
Dandelion: Spot £1,660 metric ton spot; £1,640, cif.
Ergot: Portuguese-Spanish £1.85 spot; £1.80, cif.
Gentian: Root £1,660 metric ton spot; £1,630, cif.
Ginger: Cochin £950 metric ton, spot; £835, cif. Oct-Nov shipment; new crop—£740 (Jan-Feb). Other sources not quoted.
Henbane: Niger £1,620 metric ton spot; £1,590, cif.
Honey: (per metric ton in 6-cwt drums ex warehouse). Australian light amber £720 and medium £712; Canadian £820; Mexican £675; Argentinian £710 (white).
Hydrastis: Spot £11 kg; forward £10.80, cif.
Ipecacuanha: (kg) Costa Rica £8.80, spot; £8.70, cif.
Kola nuts: £570 metric ton spot; £490, cif.
Lemon peel: Unextracted, £1,260 metric ton spot; shipment £1,240, cif.
Liquorice root: Russian £395 spot; £375, metric ton cif. Block juice £1.48-£1.80 kg spot; spray dried £1.50-£1.60 kg.
Lobelia: American £1,290 metric ton spot; European £1,220 spot.
Lycopodium: Russian £5.20 kg, cif. Indian £4.50 Mace: Grenada unsorted £2,130 ton, fob.
Menthol: (kg) Brazilian spot not quoted; £7.50, cif. Chinese £7.30 duty paid, £6.25, cif.
Nutmeg: (per metric ton) Grenada 80's unquoted; unsorted £1,425 defectives £1,120.
Nux Vomica: No spot; forward £255 metric ton, cif.
Pepper: (metric ton) Sarawak black £1,040 spot, £1,850, cif; white £1,560 spot; £2,800, cif.
Pimento: Jamaican £1,120 metric ton spot; £1,085.
Podophyllum: Root Chinese £420 metric ton, cif; Indian £830, cif.
Quillaja: Spot £1.20 kg; £0.90, cif.
Rhubarb: Chinese rounds 60 per cent pinky £3.50 kg, spot; £3.25, cif.
Saffron: Mancha superior £750-£800 kg spot.
Sarsaparilla: Jamaican £1.95 kg spot; £1.92, cif; Mexican £1.58 spot, £1.53, cif.
Seeds: (metric ton). Anise: China star £790, cif; forward. Celery: Indian £460 cif. Coriander: Moroccan £210. Cumlin: Turkish £900; Iranian £1,000; Egyptian nominal. Fenugreek Moroccan £235.
Senega: Canadian £11.30 kg spot; £10.90, cif.
Senna: (kg) Alexandria pods hand-picked at from £2 upwards; manufacturing £0.60. Tinnevely f a q leaves £0.42; pods, f a q £0.40 hand-picked £0.50.
Styrax: Turkish natural £4.10 kg spot; no cif.
Tonquin beans: Para £2.30 kg spot; £2.10 cif.
Turmeric: (metric ton) Indian powder £950 metric ton, cif.
Witchhazel leaves: £2.75 kg spot; no cif.

Essential oils

Almond: Sweet in drum lots £1.25 kg duty paid.
Anise: (kg) Spot £14; shipment £14.50, cif.
Bay: West Indian £11.20 kg spot; £11, cif.
Bols de rose: Spot £6.50 kg; shipment £6.25, cif.
Buchu: South African £120 per kg spot; English distilled £190.
Cade: Spanish £1.25 kg.
Camphor white: £0.87 kg spot; £0.80, cif.
Cananga: Indonesian £17.50 kg spot; £17, cif.
Caraway: Imported £20 kg spot.
Coriander: Russian about £20 kg.
Eucalyptus: Chinese £2 kg spot; £1.60, cif.
Fennel: Spanish sweet £9 kg spot.
Geranium: Bourbon £46 kg spot; £45, cif.
Ginger: Chinese not quoted. Other sources up to £75 spot. English-distilled £120.
Orange: Florida £0.60 kg spot. Brazilian £0.47 spot.
Peppermint: (kg) Arvensis—Brazilian £4.25 spot; £4.15, cif. Chinese £3.90, spot; £3.80, cif. Piperata American about £16 cif.
Rosemary: £6 kg spot.
Sandalwood: Mysore £82.50 kg. East Indian £72.50.
Sassafras: Brazilian £2.05 kg spot; £1.75, cif.
Spearmint: (kg) American new crop £6.25, cif. Chinese £13 spot; £12.80, cif.
Thyme: Red 45/50% £15 kg.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

Monday, October 16

Enfield Pharmacists' Association, Postgraduate medical centre, Chase Farm Hospital, Enfield, at 7.45 pm. Working discussion on the report on the future of general practice pharmacy.

Mid Glamorgan East Branch, Pharmaceutical Society, Hawthorn leisure centre, near Pontypridd, at 8 pm. Discussion on the "Future of pharmacy."

Plymouth Branch, Pharmaceutical Society, Board room, Greenbank Hospital, at 8 pm. Roger Odd (member of Pharmaceutical Society's Council) on "Current aspects of pharmacy".

West Metropolitan Branch, Pharmaceutical Society and National Pharmaceutical Association, Great Western Royal Hotel, Praed Street, London W2, at 7.15 pm. Symposium on wholesaling.

Tuesday, October 17

Leicestershire Branch, Pharmaceutical Society, Postgraduate medical centre, Royal Infirmary, Leicester, at 8 pm. Talk by Mr K. R. Whitesides (Boots Co Ltd).

Thursday, October 19

Bristol Branch, Pharmaceutical Society, Edward Jenner centre, Bristol Royal Infirmary, at 8 pm. Dr A. B. Otlet advises on "Counter prescribing for children".

Crawley, Horsham & Reigate and Worthing & West Sussex Branches, Pharmaceutical Society, Ciba Laboratories, Horsham, Sussex, at 8 pm. Mr G. E. Applebe (head of law department, Pharmaceutical Society) on "The Medicines Act".

Dundee & Eastern Scottish Branch, Pharmaceutical Society, Ninewells Medical School, at 7.30 pm. Discussion on report on future of general practice pharmacy.

Liverpool Branch, Pharmaceutical Society, Shaftesbury Hotel, Liverpool, at 7.15 pm. Meeting and buffet sponsored by Thomas Morson Pharmaceuticals Ltd. Slide show on "The use of analgesics."

Northumbrian Branch, Pharmaceutical Society, Merck, Sharp and Dohme, Cramlington, at 8 pm. Talk by Miss Maureen Tomison (former head of publicity, Pharmaceutical Society).

Wirral Branch, Pharmaceutical Society, Wirral postgraduate medical centre, Clatterbridge Hospital, at 8 pm. Dr R. F. Williams (consultant microbiologist, Booth Hall Children's Hospital) on "Management of urinary tract infection".

Sunday, October 22

Chiltern Region, Pharmaceutical Society, Royal Berkshire Hospital, Reading, Berks, at 10 am. One day course on "Common clinical problems." Topics: medication in paediatrics; medication in geriatrics; rational use of antibiotics; part III of Medicines Act.

Advance information

Which name when? Conference on the Role of Trade Marks and Generic Names in Medicine and Agriculture, October 26-27, The Tower Hotel, St Katherine's Way, London E1. Sponsored by the Pharmaceutical Trade Marks Group for anyone whose work uses generic names or trade marks. Reservations (£120 plus VAT) to European Study Conferences Ltd, Kirby House, 31 High Street East, Uppingham, Rutland, Leics LE15 9PY.

Profitable Overseas Promotion Conference, October 26, at London Hilton Hotel. Organised by the British Overseas Trade Board and aimed at people in exporting companies who determine the resources devoted to promotion and advertising. Further information from BOTB, 1 Victoria Street, London SW1.

Mastitis control course, Agricultural and Veterinary Pharmacists Group, Pharmaceutical Society, November 13-15, De Montford Hotel, Kenilworth. Course covers aspects of anatomy, physiology and bacteriology relating to mastitis; milking machines and dairy equipment; prophylactic and therapeutic matters in mastitis control. Course organised with Ciba-Geigy Agrochemicals. Applications to Mr R. E. Marshall, department of pharmaceutical sciences, Pharmaceutical Society, 1 Lambeth High Street, London SE1.

Teach-in on talc, Society of Cosmetic Chemists, November 29-30, Richmond Hill Hotel, Richmond, Surrey. Limited to 30 participants. Applications (£60 members, £65 non-members) to the general secretary, Society of Cosmetic Chemists, 56 Kingsway, London WC2.

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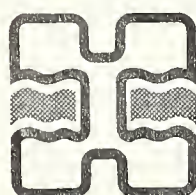
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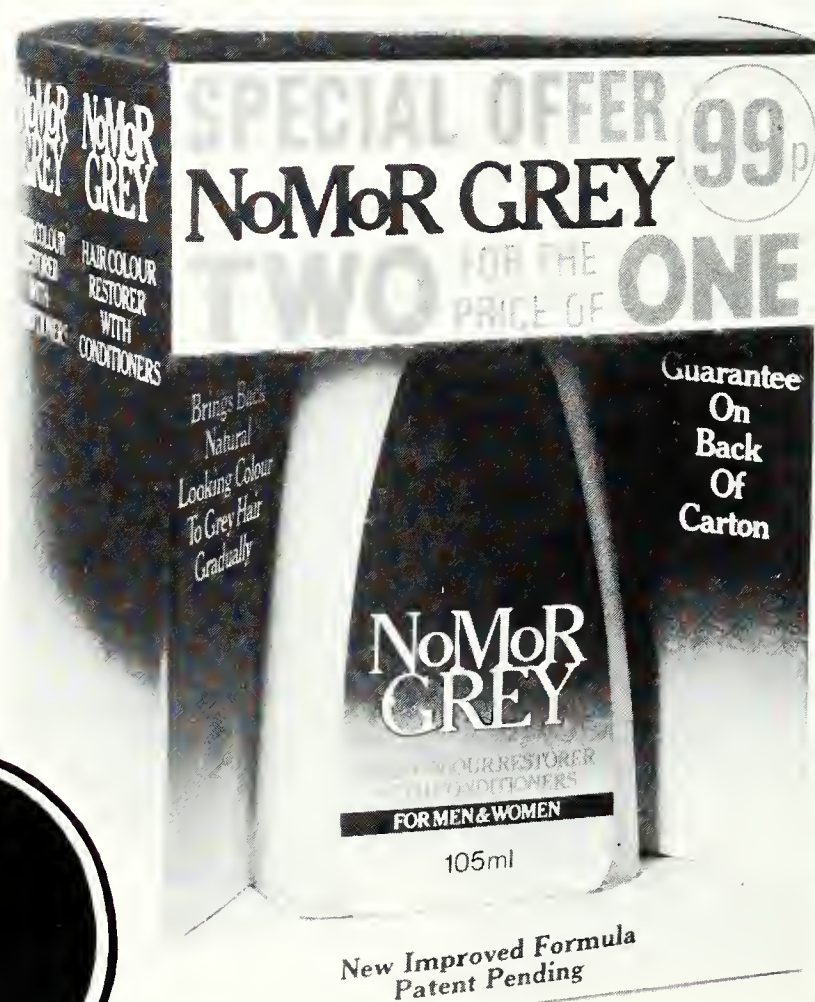
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OCTOBER 14 1978



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Samco sunglasses '79.

The greatest ever collection of Italy's top sunglasses.

Designed and made exclusively by Mazzucchelli.

Over 100 superb styles. 8 different lens types.

Plus superfast Sunsitive lenses. Plus Reactolite* Rapide lenses, by Chance Pilkington.

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Samco have a whole new range of elegant display stands for '79.

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You name it, Samco have it!

WHAT A PROMOTION!

Samco are planning one of the most exciting sunglass promotions ever for '79 with amazing prizes for both you and your customers.

National advertising will be appearing in full colour to generate maximum interest.

In fact this is such a big one that we're keeping it under wraps for the moment.

We don't want the secret out too soon.

So keep looking and listening, for the good news from Samco!

For further information and for a copy of our fabulous full-colour 1979 brochure write to either of the addresses below:

MAZZUCHELLI LTD., REDHOUSE ROAD,
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*Reactolite Rapide is a Trade Mark of Pilkington Brothers Ltd.

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THE SUNGLASSES OF ITALY

Putting profits in the shades for 1979



Courtesy of Goggles



On the following pages C&D looks at the newest fashions in sunglasses from major manufacturers

Front cover photograph courtesy of Polaroid—Model 87280 (£5.95)

Last year we talked about the Big Three in the sunglass market—Polaroid, Foster Grant and Goggles. Should we perhaps be talking next season of the Famous Five? Mazzucchelli are easing their way into the ring with their Samco collection and Correna, consistently good sellers in department stores, are also offering a fine range of fashion styles.

Fashion is now definitely the key word. It may come as a surprise for people to learn that the UK, with little sun, a few pence and a certain lack of holiday spirit, still sells more sunglasses each season than any other European country. One manufacturer, who shall remain nameless, was even heard to remark this year that his products weren't intended for the sun at all!

Fashion dictates

Most manufacturers do at least agree what sort of fashion dictates have governed their choice of frames for 1979. There is an emphasis on thin frames, round shapes harking back to the NHS "granny" glasses, solid colours and gradient lenses.

Polaroid are making a much heavier commitment to the fashion scene with Lookers by Polaroid, a range which now includes five lens types, two of which are non-polarising. Wilkinson Sword feel that they "are fighting from a strong position" with the Foster Grant range and it is certain that Elida Gibbs will have a few more surprises up their sleeves with which to back their Goggles range in the coming season.

Polaroid set out to improve their fashionability

"We are confident that our new strategies will improve our fashion image and consolidate our brand leadership in the UK sunglass market under the new name of Lookers by Polaroid". John Bowmer, general manager (marketing), was speaking at the launch in September of Polaroid's 1979 range of sunglasses which are to be marketed under the name Lookers by Polaroid (C&D, September 9, p392).

He continued by saying: "The change in our brand name is our latest move to improve the fashion image of our sunglasses to the level of our quality image. This process was started as far back as 1974 when the multi-colour, rising-sun logo and the change in direction of our advertising were introduced. Since then we have been constantly improving our fashion image by the introduction of such features as graduated polarising lenses, a Sports collection which has been one of our best sellers ever, and a Mary Quant collection. Lookers is the latest statement of our fashionability and coincides with the introduction of exciting new lens types."

The company explains that its latest research has shown that fashion is as important to the consumer as quality.



Courtesy of Correna

Continued on p4



Courtesy of Foster Grant

Consumers, when interviewed before buying sunglasses, placed quality before fashion, but at the point-of sale they become concerned about how they look and how they feel in their sunglasses. The company hopes that Lookers by Polaroid will build on the strength of their "awareness levels"—88 per cent overall in the 16 to 34 age group according to RSGB, May 1978—and on the quality image which has become synonymous with the Polaroid name, while adding an essential fashion ingredient.

Two non-polarising lens types have been added to the range for 1979. They are called UV-96 and are constructed in exactly the same way as the original Polaroid lenses but without the polarising layer. They are paler than usual, again emphasising their fashionability, but retain the Polaroid quality image by being shatter proof and scratch resistant and absorbing up to 96 per cent of potentially harmful ultra violet radiations—hence the name UV-96. This range includes plain coloured lenses—called equitints—as well as graduated tints.

The Lookers by Polaroid name is also

being incorporated in new branding material, most of which is printed in blue and black on silver with the original Polaroid linked circle logo incorporated in red in the double "O" of Lookers. This linked circle motif was the original trade mark used by Dr Edwin Land over 40 years ago when he invented the synthetic polarising sheet and has appeared lately on a wide range of the company's products. There is also a new hangtag in the form of a bullseye in the Polaroid spectrum of colours.

There are 124 different frame and lens variations spread over the four 1979 collections ranging in price from £4.95 to £13.95. The main collection contains 67 frame or lens variations including eight UV-96 equitints, 17 UV-96 graduals, 27 plain polarised models (including one mirror) and 15 polarising graduals (£4.95 to £10.95). The sports collection contains 20 variations, 16 of which are plain polarising and four silver mirror polarising lenses (£5.95 to £10.95).

The clip-on collection has been expanded to 13 models all with polarised lenses. New smaller models and extra

flip clips are featured, £3.95 and £4.95). And there are six new Mary Quant models with 12 variations making a total collection of 24 including polarising and UV-96 lenses (£12.95 and £13.95).

There are a total of five "Lookers by Polaroid" prepacks for 1979. Three of the display stands are internally illuminated; the 180 unit tower stand designed for use in departmental stores; the 112 unit floor stand, included in the 150 unit pack; and the 50 unit counter stand included in the 100 unit pack. The 42 unit counter stand is contained in the 50 unit pack and an 18 unit sports stand is included in the 30 unit sports pack.

Most packs come ready loaded for instant selling, and all of them are pre-priced and include free carrying cases with "Lookers by Polaroid" stamped on them in silver. All except the starter pack and the departmental store pack have free sunglasses enclosed giving the stockist extra profit ranging from £55.60 for the 150 pack down to £13.90 for the sports pack. The clip-on pack contains 40 units including two free pairs worth £9.90 and a free display stand. Clip-ons will also be available in a "clip-strip"—a strip of five precased clip-ons which can be detached easily one at a time for simple dispensing.

A new Early Bird promotion will be available to retail stockists who order "Lookers by Polaroid" before January 15 1979 (*C&D*, October 7, p596), and the main advertising emphasis for 1979 will again be on television. Also however, greater frequency and exposure to the 16-34 age group is planned, says the company, by supporting the new commercial with full colour spreads in women's magazines and the possibility of using independent local radio to give the campaign flexibility is also being considered. *Polaroid UK Ltd, Ashley Road, St. Albans, Herts.*

Foster Grant feel the battle is now on

Wilkinson Sword feel that "the sunglass battle is now on" in no uncertain terms and that their Foster Grant sunglasses are "fighting from a position of strength as number two in the overall market". A spokesman went on to say: "Two disappointing summers weather-wise mean that the battle between the sunglass giants for market leadership in 1979 will be fiercer than ever before."

They are increasing their range, which has always been broad, to 124 styles. The largest section incorporates glasses with gradient lenses, followed by a big group with polarised lenses. The photochromatic section includes two styles with the Chance Pilkington Reactolite Rapide glass lens. And there are also the Clip'n' flip models.

The company believes that "sure fire successes" for 1979 are the Foster Grant

"super skinny look" which combines the rimless look and the durability of a metal frame construction, and various "sportive" themes which feature an elongated top bridge bar with a colourful inlay decor. Other fashion points which they believe will have a wide appeal are the pure crystal look for frames and solid colour frames, with an emphasis on white, which they believe is now having a strong revival in the fashion scene. Metal frames are expected to remain popular both in plain colours and with two-tone frames.

The advertising for 1979 is aimed at the young, but not juvenile market, says the company, and emphasises the fashion appeal of the range. This is backed as usual by merchandising material for in-store use.

Also available for the 1979 season from Wilkinson Sword is the Camargue range. These high fashion sunglasses are said to be aimed at the "up-market" consumer. The sunglasses will retail at £16.95 and there are 18 different styles all of which have a wide eye frame in plastic with a fine tubular decor across the brow. This decoration contrasts in colour with the frames. The lenses are ground and polished gradient CR39 in smoke or brown. A free wallet in what is called "Camargue maroon" will be given away with each pair of sunglasses.

The Camargue range is being backed by an advertising campaign in publications such as *Vogue*, *Harpers & Queen* and the Sunday colour supplements. *Wilkinson Sword Ltd*, *Sword House*, *High Wycombe*, *Bucks HP13 6EJ*.

'Fantastic debut' for Goggles in 1978

Elida Gibbs who, after years of thought and months of preparation decided to enter the sunglass market last year with Goggles say that they had a "fantastic debut". Four weeks after their television advertisement, shot by fashion photographer David Bailey, first appeared. RSGB reported that levels of awareness of the various sunglass advertising stood at: Polaroid 23 per cent, Foster Grant 29 per cent and Goggles 21 per cent. Mr E. Garner, brand manager, said that having achieved third position in the market place in 1978, the company was aiming for second place in 1979.

Their '79 strategy will continue to resist moves into grocery outlets, they say, and they will adhere to fixed pricing, seeing no percentage in cut-price fashion. "It is against the whole fashion concept which we want to stress over and above the seaside, blue sky and sand image". They will continue to advertise strongly and give promotional support. Next year's television advertisement will be shot by David Bailey once again and will feature his wife, Marie Helvin, and a Clarke Gable look-alike. Their advertising budget of £750,000 will be split between tele-

vision and the Press.

The range will contain 100 styles; 84 new ones and 16 continuations. Elida Gibbs believe that they have learnt and acted upon certain mistakes made in their first year. They have discontinued acrylic lenses which scratched easily and on which they had a poor delivery record. They have improved, they feel, the model identification and simplified the numbering and ordering systems.

They have had to eat their own words too, and go for security tags on the bridge of the glasses as last year's side tags caused so many problems. They agree with commentators who believe that dangling tags are visually distracting but from the retailer's point of view they afford much better security.

Oliver Goldsmith, who selects all the styles for the Goggles range, has moved a little further up-market for next year,

Courtesy of Goggles



he says, having found that most of the sunglasses sold in 1978 were in the £11.95 price bracket. This surprised everybody slightly, while pleasing them at the same time and confirming their commitment to the fashionability of their sunglasses. They do not wish to be seen to be in the middle of anybody's road, they say.

There are four lens types in the Goggles range—IR (impact resistant) glass including mirrors, polarised, CR39 and Sunsitive (from £4.95 to £11.95). There are two counter stands: A with 52 pre-loaded models and 23 back-up (retail value £624.25), B which is illuminated with 52 pre-loaded and 48 back-up models (retail value £836.00). A floor stand, also illuminated with 123 pre-loaded and 77 back-up models (retail value £1.665). The clip on stand (retail value £94.80) has 12 pre-loaded and 12 back-up models. Also available will be a consumer leaflet explaining the different lens types, point of sale material echoing the advertising and branded carrying cases which are free with every pair sold. A cloth case is also available to sell (£0.35). *Elida Gibbs Ltd*, *P.O. Box 1DY*, *Portman Square*, *London W1A 1DY*.

Samco offer the Italian collection

Samco, the sunglasses manufactured by Mazzucchelli, have called their 1979 collection, "revolutionary".

"Elegant styles, they say," fashionable colours and a variety of high quality lenses, combined with competitive prices to make the new collection totally irresistible." To the wide range of lenses already available they have added new fast reacting second generation Sunsitive lenses and Chance Pilkington's Reactolite Rapide lenses.

There is a new Sports collection, featuring durable and colourful fashion sport and super sport frames with lenses including glass and mirrored polarised; special stay-on spring loaded sides are an

extra feature (prices range from £8.50 to £13.50).

The Samco fashion and classical collections including polarised, gradients and photochromic, retail from £3.99 to £15.99, and a special, traditional children's and young set collection is also available from £0.65 to £1.50. Polarised and gradient polarised clip-ons with nylon-coated, adjustable metal fitments that protect ophthalmic frames and lenses from scratching retail at £3.99 and £4.50.

Samco are planning a considerable advertising and promotional campaign for 1979 they say. A new full-colour brochure; new display stands and a national consumer competition in the *TV Times* with prizes ranging from Italian cars to Italian wine. Special point of sale material will announce the consumer competition, which will be running simultaneously with national advertising and a retailer promotion, whereby the retailer who supplies the winning consumer will be given exactly the same prize. *Mazzucchelli Ltd*, *Croydon*, *Surrey*, *Distributors: Addis Ltd*, *Brushworks*, *Hertford*.

Continued on p6

Correna offer an unprecedented package

Following the merger earlier this year of Correna International Ltd with Jackel International (the branded goods division of Guinness Morison International) what is being called an unprecedented sunglass package is being offered by the Correna group. In addition to ranges being marketed under the Correna brand name, Correna have also taken over exclusive UK distribution for a range of Reactolite Rapide sunglasses being manufactured in England by Birchware (a subsidiary of Pilkington Brothers).

Correna Sundowners range comprises 26 styles of gradient acrylic hard coated lenses (from £5.95 to £8.95); super polarised, 33 styles (£5.95 and £6.95); CR39, hard resin lenses, 43 styles (from £7.95 to £12.95); TGX, toughened glass impact resistant, 38 styles (from £4.95 to £7.95); Photomatic, light sensitive lenses, 31 styles (from £9.95 to £19.95) including the new "super" fast Sunsitive lenses, and the clipons range has been extended to incorporate many more shapes (from £2.95 to £9.95).

A small range of children's styles fitted with polarised lenses is also available (£3.95 and £4.95) and the range of "Etceteras" has now been extended to include four types of case (from £0.40 to £1.50), four types of chain or cord (from £1.50 to £2.50) together with aerosol lens cleaner (£0.65), nose shield (£0.65), eye protectors £0.75) and "Snuggies" (£0.35).

Correna also market the following: — The Domenica collection, hand made high fashion styles with CR39 optical quality lenses, 18 styles (£21.95). Emilio Pucci sunglasses from Paris—hand made

sunglasses with CR39 optical quality lenses, 12 styles (£29.95). Emanuelle Khan sunglasses from Paris—five basic designs in 24 colours (from £24.95 to £39.95). Correna Concorde, British made Reactolite Rapide lenses toughened by the Triplex process, 18 styles (£16.95). Rayban, Correna are now exclusive distributors to retail pharmacies and department stores of this range of optical quality sunglasses. Six basic styles in 25 variations of lenses (£26 to £43). Correna Zeiss Umbrals: Correna are reintroducing the Zeiss Umbral lens made by Carl Zeiss Jena in a collection of British-made metal and French hand-made plastic frames. Six designs in 14 variations (£29.95). Sport and leisure range with sunglasses designed specifically for tennis, yachting, golf, driving, etc. The specifications include nylon frames, curl sides, impact resistant lenses and are accompanied by a number of specialist accessory items, 18 styles (£7.95 to £12.95). Correna jointly with Jackel and Co, are also marketing the Sunbrella range, 80 styles (£2.95 to £9.95). In total Correna have available this year about 350 styles in nearly a thousand variations including lens type and colour.

A number of prepacks are available and the Correna merchandising system which has operated for the past four years in the London area and the West Country is now being extended nationally into selected areas. All ranges are supported with display stands from six piece illuminated units for the couture ranges to 12 and 18 piece wall units, 35 piece counter top displays and 70 piece floor stands. A wide range of stickers, showcards and posters is also available.

Correna will continue with a campaign aimed at specialised areas of the market but there are no plans to go on television. *Correna International Ltd, Correna House, Railway Approach, Harrow, Middlesex.*

Solarite aim to bring out the sun

Lessar Brothers Ltd say that whatever the weather they plan to bring out the sun in 1979 with their most attractive range ever of Solarite/Pol-rama sunglasses.

"Fashions", they say, "indicate a trend away from overlarge or chunky eye shapes. Thin contour veneers on crystal, pale tint or champagne backgrounds are striking. Smallish sunglasses with near-round shapes should be popular". The company can smell nostalgia in the wind and believe that the small eye shapes of the 50s will be all the rage, "somehow the model with its blended crystal tones seems less austere than the shapes of 25 years ago". Imitation shell tints are also apparently emerging as part of this trend, but they believe that gradient and bi-colour lenses will continue to be popular in 1979 and that slim-rim metal frames for women will also catch the imagination of the buying public.

Several Solarite frames feature multi-laminate polarising lenses and are sold under the Pol-rama label. One of these, which is now on limited release, features a visor type lens section which lifts up and remains in position, making it ideal, says the company, for motorists or sportsmen (about £10, Pol-rama ranges generally from £2.25 to £7.95).

Seven Solarite Sunsitive models will be fitted with the second generation Sunsitive lenses for 1979. These react much faster than the old type (£7.95 to £9.95). Two metal frames are available with regular Sunsitive lenses (£5.95). Reactolite Rapide lenses will also be featured next year. Nine models with metal and plastic frames will be available (prices up to £12.95). There are also seven models fitted with Zeiss Umbral lenses (£17.50 to £28.00).

High altitude range

A new feature is the Sunbrown "high altitude" range of five models (£11.00 to £17.00) which are said to have "optimum absorptive qualities and give ideal colour definition". Fourteen clip-overs are also available in a variety of lens types (£1.25 to £3.95) and two with Reactolite Rapide lenses (about £12.00).

All sunglasses are sold complete with a carrying case, and next season the company is colour coding its ranges allowing for six price breaks in the medium cost categories and two in the special areas. Higher cost lines are not included in the coding system. However the company does not recommend retail prices (those given have been approximations) and leave mark-ups to the discretion of the retailer.

Free point of sale displays include a large floor unit for 120 pieces with a carousel top and a lower catchment basket for cases. *Lessar Brothers Ltd, Lesbro Works, Hylton Street, Birmingham B18 6HW.*



Courtesy of Solarite

They've got "Goggles"



We've got goggles

They've got "Lookers"



We've got lookers

We've got
TGX Sunglasses
Photomatic Sunglasses
Super Polarised Sunglasses
Sundowners
Zeiss Umbral Sunglasses
CR39 Sunglasses
Ray Ban Sunglasses
Emilio Pucci Sunglasses
The Domenica Collection
Emmanuelle Khanh Sunglasses
The Fonz Sunglasses
Noel Edmonds Sunglasses
Sunbrella
Concorde Sunglasses

Follow that!

Over 1,000 style variations: from 45p to £45

Correna International Ltd., Correna House, Railway Approach, Harrow, Middlesex HA3 5BG.
Telephone 01-863 7811 Telex 922661



PS Sorry, Foster Grant, we couldn't
think of a thing to say about you.

Supplement to Chemist & Druggist October 14, 1978 - 7



Perhaps the most eye-catching range of sunglasses yet, new Lookers confirm what every Polaroid stockist already knows: you can focus on fashion without losing sight of quality.

POLAROID'S NEW

LOOKERS

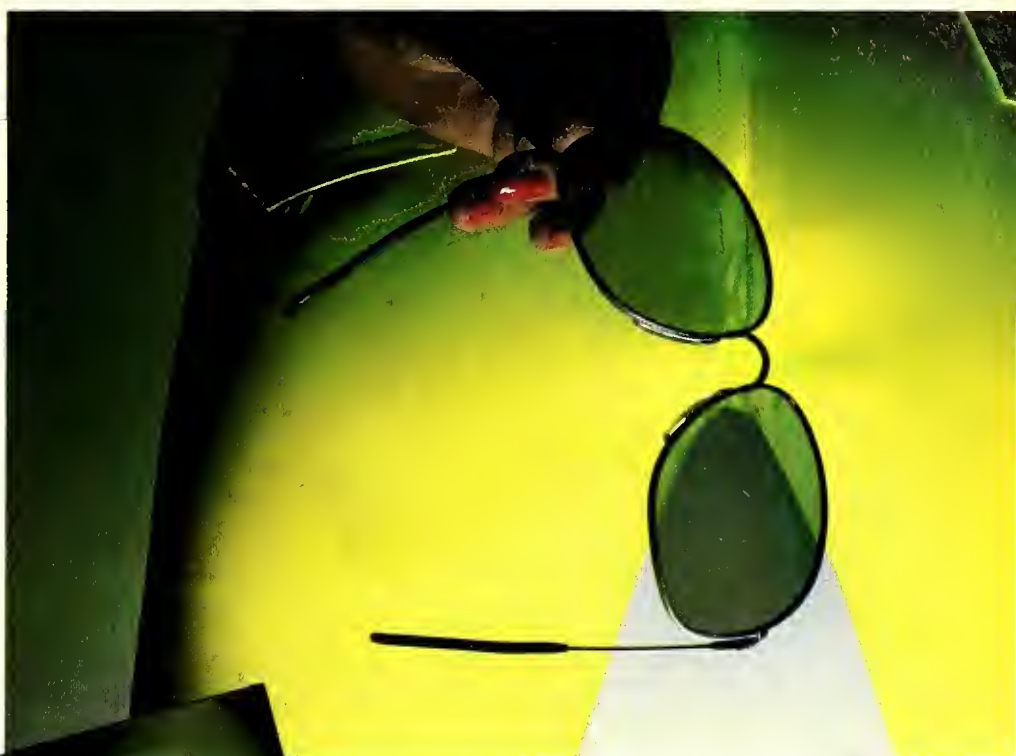
FOR THOSE WHO CAN SEE FURTHER THAN THE END OF THEIR NOSE.

For the first time ever, we offer non-polarising lenses, UV96 Equitints and Graduals, which eliminate up to 96% of potentially harmful ultra-violet radiation and do it with style. Whilst the graduals are anything but gradual in the spectacular effect their colours create.



Nor have we overlooked our famous original polarising lenses, though you may not recognise them at first. Given the new Lookers treatment, they'll put other sunglasses in the shade!





LOOKERS
BY **POLAROID**

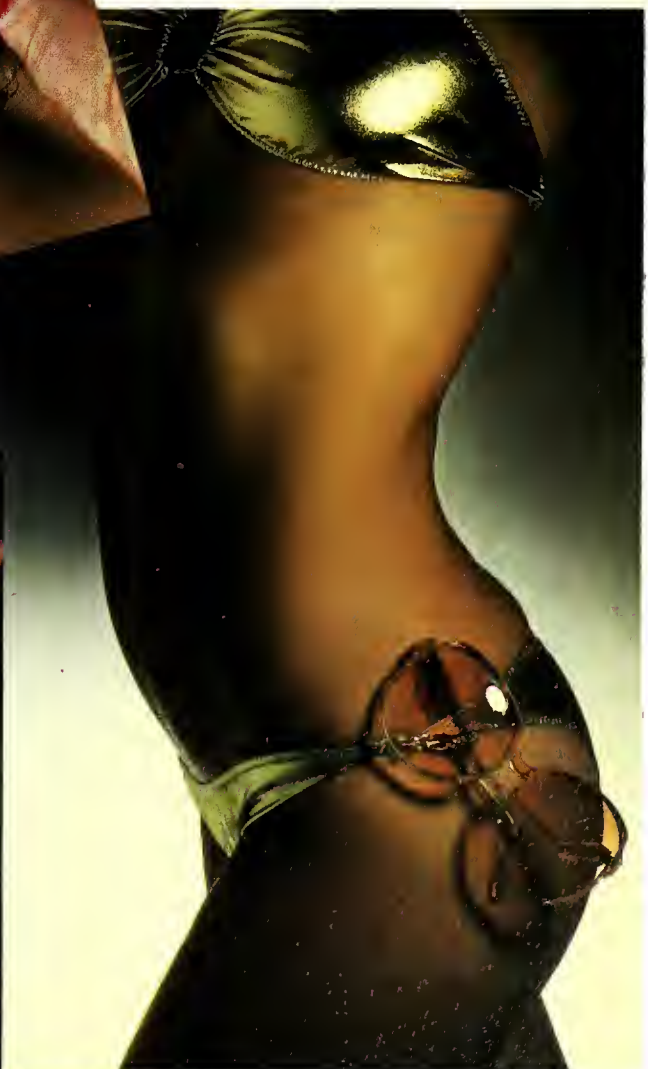
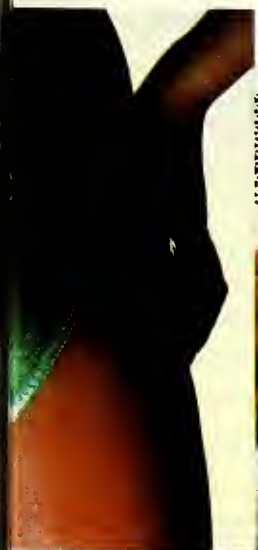


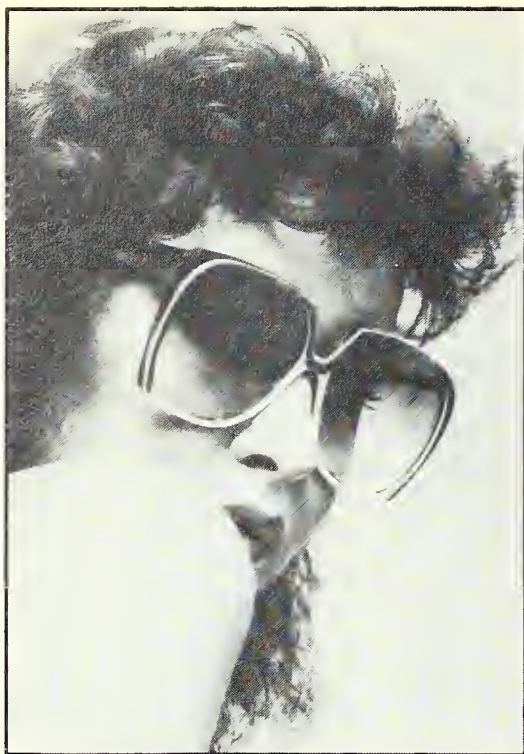
Our first time into mirrors,
so. Silver or gold, they reflect
more than a glint of trends to
come...but not at the expense
of Polaroid reliability. As with all
new Lookers by Polaroid, a one-
year Replacement Guarantee
accompanies each pair.



It all adds up to 63 dazzling styles in 100
lenses and colour variations...among
them, a Sports Collection even racier
than the last. They're yours for the
takings...providing you have the
vision to stock them. New Lookers
by Polaroid.

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Poloroid (U.K.) Ltd., Ashley Road, St. Albans, Herts. AL1 5PR.
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Six thousand variations

"From an era gone by" P. Oliver Goldsmith Ltd are re-introducing the "granny look" for 1979. There are three models available in rolled gold called Olly's oval, round and quad (£18.50). The company says that they originally set this fashion many years ago with John Lennon. The

Olly's form part of the four collections which will be offered by this firm in the '79 season. They emphasise that all their sunglasses are still manufactured by hand "to ensure that every pair produced is of the finest quality and offers the ultimate in elegance and comfort".

There are claimed to be 6,300 variants of frames, colours and lenses available and R. S. Goldsmith believes that their choice of 26 lens types "must be the

largest in the world". Prices will range from £15.00 to £44.80 and will include a case with every pair. The collections are split into the 1550, 2450, 2900 and Sun-ray, the first three giving an indication of the prices. The company also distributes for Bausch and Lomb UK Ltd and Ray-ban sunglasses and offers a 24 hour delivery and repair service. *P. Oliver Goldsmith Ltd, 18 Station Close, Potters Bar, Herts EN6 1TS.*

Titcomb quality and service

"Quality, service, value for money and customer choice remain the policy corner stones", say Titcomb Fashion Sunglasses. Their comprehensive range for 1979 features photochromic, Reactolite Rapide, Zeiss, CR39, polarised, clip-overs, mirror and children's models, as well as a range of metal and injection moulded models at popular prices and some "late September introductions from several designers".

The company has extended the photochromic range because they expect sales in this section to increase still further. There are 44 models available including Reactolite Rapides and Photosun in either metal or injection moulded frames. They also believe that there will be increased interest in CR39 and Zeiss sunglasses and have extended the ranges accordingly. *Titcomb Fashion Sunglasses, 24 Hurn Road, Christchurch, Dorset.*

Sherlock go for photochromics

With regard to trends in 1979, Sherlock Bros, think it is a fairly safe assumption that the general trend will be towards the quick action photochromic lenses, whether they be the Chance Pilkington Rapide or the new Corning glass XDF ground and polished lenses. They claim to have an excellent selection of both types.

Another new type of lens that they

are introducing into their range is a mirrored polarising. "We found that, whilst in 1978 the sales generally of polarising glasses tended to fall, because we introduced a few graduated polarising glasses into the range it did seem to reawaken interest and our overall sales were quite satisfactory. We hope that the mirrored polarising will have the same effect in 1979". The company adds, "The other range of glasses that we have become known for is our selection of metal framed mirrored lensed glasses. Although each year we increase our purchases we find that we always sell out by July". *Sherlock Bros, 355 City Road, London EC1V 1LU.*

'Realistic' prices from Bartex

Bartex, who say they have had great success this year with their low priced fashion, polarised and photochromic sunglasses, are introducing high speed photochromic sunglasses into their 1979 range. These new metal framed styles use Reactolite Rapide photochromic lenses made in England by Chance Pilkington (£7.99).

They say further that their realistic price strategy in 1978 ensured that Bartex maintained its market share in spite of heavy advertising from competition. "Although adverse weather conditions during the summer spoilt what could have been a fantastic year for sales of sunglasses, there was nevertheless, a tremendous demand in May/June for

Bartex sunglasses and one Bartex style alone sold over a million pieces during the summer".

Another development in 1979 will be the additional discount being offered on the polarised clip-overs and flip clips. This is a popular line says the company, adding that the new counter display stands will ensure even greater sales in 1979.

Once again Bartex will be offering a comprehensive range of "value for money" sunglasses—high speed photochromic, polarised, fashion and their special range of children's sunglasses which includes the Mickey Mouse and Donald Duck styles. The Bartex bus posters will be on national display again to support the trade throughout the peak-selling summer period. *Alfred Franks & Bartlett Co Ltd, 167 Freston Road, London W10 6TH.*

The pharmacist in mind

The 1979 range of Italian-made Verbania sunglasses being distributed through Vestric Ltd is said to represent "remarkable value for money both for the pharmacist and the consumer." Vestric go on to explain that, "the Verbania collection provides a high gross margin for the retailer, coupled with high quality at a sensible price for the customer."

1979's styles reflect current trends in the retail pharmacy sunglasses market and feature established, fast-moving lines with a variety of lenses they say, includ-

ing Sunstive photochromic, polarised, gradient, and CR39 toughened plastic—plus a new polarised gradient lens.

There are five Sunstive photochromic styles, three with metal frames, two with acetate (at £10.50 and £9.50 respectively). Sunstive are, as before, supplied in 12 assorted models and come on a stand displaying seven pairs. The rest of the range comprises 18 models, 13 with metal frames, 5 with acetate (prices begin at £3.99 for gradients, through to £7.50 for the most expensive polarised styles).

As for 1978, a pack of 12 clip-ons and a children's pack containing two dozen models are available and the revolving counter display stand containing 48 pairs is also available. And fresh for 1979, there is a new display tray holding 24 assorted styles of polarised and gradients. All models can be obtained in boxes of six of any one style. All styles, except children's come complete with soft

a display card with every dozen photochromic sunglasses.

Whitecross polarised sunglasses include two colourful models for "tweenagers" (£1.10), and there are 10 ladies' and mens' styles with metal and plastic frames in assorted colours (£1.99 to £3.45). Polarised clipovers are offered in three sizes: large, medium and small—each in a transparent slide-in case (£1.65).

Polarised assortments for 1979 include the Cavalcade plastic revolving counter display unit, comprising 7 dozen assorted polarised sunglasses across 12 styles (between £1.10 and £3.45 each and costing the retailer £125.00). The Elite is a compact counter stand containing an assortment of 3 dozen assorted metal frame polarised sunglasses (£2.95 and £3.35 each at the cost to the retailer of £75.00). The Vogue box contains one piece each of 12 different polarised models (£1.10 and £3.45 each and the price to the retailer is £20.75).

In the Whitecross adult standard sunglass range there are ten plastic framed styles in a variety of attractive colours, presented in distinctive display boxes (£0.85 to £1.15). Clipovers with Delux lenses and with transparent slide-in cases, come in three sizes (£0.75).

"In response to the ever growing popularity of our children's sunglasses," say Whitecross, "we have increased our selection to seven different colourful styles, all mounted on eye-catching display cards holding 12 pieces each (£0.15 to £0.40).

The Florida ladies box and Granada box for men are three-tier display boxes, each with three dozen assorted popular standard sunglasses (£0.90, £1.05 and £1.15 each and sell to the retailer at £24.71). A selection of eight dozen assorted sunglasses with standard lenses and two dozen assorted polarised models (£0.90 and £3.35) come with the Carousel revolving display stand (£99 to the retailer). *Whitecross Optical Co, Rochester Place, Camden Road, London NW1.*



Supervite and Croptics

In the coming year Supervite are going to be concentrating on photochromic sunglasses in the Croptics range including Reactolite Rapide, together with the range of polarised and metal frame sunglasses.

In the Reactolite Rapide range there will be 13 models at £9.24 and six at £15.90 plus clip-on's (£9.90). In the photosun range there will be ten metal frame sunglasses (£6.90), plus two plastic models (£8.51). Super rimless range and metal range will be as last year but with new models (from £1.65 upwards) including mirror lenses.

The polarised range will comprise nine models (£2.97), and the company feels that its wide selection and display deals should please everybody. *Supervite (London) Ltd, Unit 5, 26 Lattimore Road, St. Albans, Herts.*




plastic wallet. Comments Mr Bernard Sparling, product manager. "The range is concentrated on established, fast-moving lines and enables the pharmacist to select, if he wishes, styles which he knows will sell well in his particular area". *Vestric Ltd, Chapel Street, Runcorn, Cheshire WA7 5AP.*

Wide selection from Whitecross

"Anticipating the increasing demand for our sunglasses with the new fast reacting photochromic lenses," Whitecross say they are presenting 12 differently styled models fitted with Reactolite Rapide and Super Sunstive lenses for the 1979 season. There are six styles with metal frames and six with plastic frames in a variety of colours (£7.45 to £10.95). Each Whitecross photochromic sunglass comes individually boxed with a plastic padded and lined sunglass case and an explanatory leaflet, and for the retailer there is



A close-up, high-angle portrait of a woman with voluminous, wavy blonde hair. She is wearing large, dark-tinted aviator sunglasses with a thin red frame. Her lips are painted a vibrant red. She is wearing a red halter-neck top. The background is a plain, light color.

*Goggles.
See the light with
the latest shades.*

Catch an eyeful of the stunning new range of sunglasses and the equally stunning new display stands: all with full-face mirrors, leaflet dispensers and exciting headboards, all pre-loaded with the latest new stock – once again chosen by Oliver Goldsmith, the world-famous authority on sunglasses. Catch a thief too! He won't get away with your Goggles easily because they've all got special security tags.

Every pair of Goggles is colour-coded to indicate the lens type, and comes in a free Goggles carrying case.

There are 100 models in the new range, with four lens types and 50 frame styles, in eight price categories.

Catch our man! He'll be round to see you soon, with all the details you need to know about stocking up with the latest range of Goggles, and about making a great new success with our great new range.

What a catch! Goggles, the greatest shades ever made took the market by storm wherever they went, catching huge sales everywhere.

Three quarters of a million pounds went on advertising on TV and in the press, with the result that Goggles stockists found themselves selling more Goggles than any other brand!

Catch a sale! Fantastic new advertising by David Bailey on TV and in the press, plus even stronger promotional support will mean the biggest sales yet for Goggles.



Fashion right on the nose.



Correna-Concorde from Birchware

The Birch-Stigmat Group Ltd, a member of the Pilkington Group, has appointed Correna International as the sole UK distributor for their Concorde range of photochromic sunglasses, fitted with Reactolite Rapide lenses.

This appointment follows closely on the heels of the recent merger between Coreena International and Jackel International—the branded goods division of Guinness Morison International.

The Concorde range has been renamed Correna-Concorde and will feature ten styles in plastic frames in a selection of muted and blended colours going under such names as champagne/brown, tawny/smoke, smoke/coral and burgundy/pink.

In addition there are eight styles available in metal frames which are not only available in gold and silver but also gun-metal, burnt copper, bronze and black. *Birchware Ltd, North Farm Estate, Tunbridge Wells, Kent.*

Nostalgic range from Primetta

Gay Designs will be marketing the Primetta range of German manufactured sunglasses for 1979. The range is said to have a strong fashion influence, and the company believes that the new “super automatic photochromic lens” from Deutsche Spezialglas, will be of particular interest. They add further that the stable performance of this lens makes it particularly suitable for car drivers, coupled with the fact that it clears seven times faster than the older type of photochromic lens.

The Primetta range (from £3.50 to £20.00) incorporates a feeling of nostalgia, say Gay Designs, with a collection of “cat eye” frames for ladies and a man’s collection which includes “pilot”, a light, comfortable aviator style.

The company will also be handling

three couture ranges; the Yves St Laurent collection of four models in 18 colour variations (£19.95), the Olivier Monclair collection with three styles in 18 colour variations with a mock diamond set in the corner of the left hand lens (£15.95); and the Vogue collection from Italy. These are hand-made sunglasses and the range is described as “probably the most unusual in Europe”. Materials used in construction include Plexiglass and acrylics and laminations and combinations of colours are allied to CR39 lenses (£30-£35). *Gay Designs Ltd, 160 Vauxhall Bridge Road, London SW1V 2RA.*

Top models from Euroexpo

Euroexpo are the sole importers of Balenciaga, Jaques Fath, Loris Azzaro and Sunsi Gems sunglasses. The Balenciaga models will retail between £21.00 and £24.00 and they say that there will be two

ranges of Jaques Fath sunglasses (£14.95 and £19.95). Lois Azzaro is a new name which will be launched in the UK for the coming season (£14.95) and this range includes a gemmed frame which will retail at £45. Sunsi Gems have a motif on the lens in rhinestones (expected to retail at about £7.00) *Euroexpo Ltd, 824 Eastern Avenue, Newbury Park, Essex.*

A huge demand for Reactolite Rapides

Despite the poor weather during the 1978 season the Autoglaze Optical Co Ltd say that their manufacturing facilities were stretched to capacity to cope with “the huge demand for the new Reactolite Rapide glass”. Autoglaze specialises in manufacturing “own brand” sunglasses and say they can supply metal or plastic frames, rimless models and clipovers fitted with most forms of sunglass lenses currently available.

Looking at display stands . . .



Autoglaze has also been appointed sole UK distributor for the range of sunglasses from Guy Laroche. These sunglasses are fitted with either CR39 fashion tints or toughened Reactolite Rapide lenses and are supported with point of sale display material. The company also distributes Bausch and Lomb and Rayban sunglasses, which will be available to chemists through Correna International. *Autoglaze Optical Co Ltd, 58 High Street, Thornton Heath, Surrey CR4 8LF.*

Sunscene range from Zeiss

Carl Zeiss will be offering 17 models in their Sunscene range for 1979. Lenses will be available in Umbramatic, Umbral and the plastic, Clarlet. Additionally the plastic lenses are being extended by the introduction of graduated tints. Also included in the range will be clip-overs, but there will be no sports safety models, they say. *Carl Zeiss (Oberkochen) Ltd, Degenhardt House, 31 Foley Street, London SW1P 8AP.*

Gold chains from Solar of France

"Delicate golden chains, worn disarmingly to attract attention to a neatly turned ankle or swanlike neck, are currently a top fashion accessory". But that was before Solar of France Ltd, introduced their new 1979 sunglass range—with real golden chains, integrated within the frames, designed, they say, to accentuate beautiful eyes. Equally eye-catching, and with the same idea in mind, Solar are introducing several styles featuring their contour line.

The main new fashion ranges from Solar include Design, featuring a contour line painted around the profile of the sunglasses; Design '79, with a striking double contour line in chestnut, against translucent crystal frames; Super Design, inlaid with a delicate golden chain;



Creation, handmade, with reinforced temples and gradient optical quality CR39, or ground and polished lenses; and Metal/Metal Luxe with textured bronze, gun-metal, oil blue and other finishes (styles range between £3.95 and £15.95).

Solar are offering free to retailers an extensive range of illuminated display stands to hold 24 pieces upwards; a rotating display holds 116 pieces. These stands have been produced using an anti-static treatment so that dust is repelled away from the sunglasses, say Solar. Another new feature is that the entire sunglass is visible and appears to be suspended. The lighting is designed to show the sunglasses in their true colours, and the accent is on illuminating the glasses rather than the stand. An automatic replacement service is available at the manager's discretion. *Solar of France Ltd, 154 Queens Road, Buckhurst Hill, Essex.*

Marby Lloyd hoping for good season

Reactolite Rapide lenses have been added to the range offered by Marby Lloyd for 1979. The range has been completed "after extensive research into market trends by our enthusiastic group of directors and we are expecting a very good season".

Once again they feel that the mirror lens will prove to be a big seller, as well as graduated and polarised. They have completed the range by designing new stands and a new catalogue. Mr G. M. Fryer says, "We believe we have achieved and will maintain our fast growth due to our standard of service and good working relationship with our customers. We will of course be at the major exhibitions in the new year and look forward to dealing with any inquiries." *Marby Lloyd Ltd, 542 Fishponds Road, Fishponds, Bristol.*



MARBY

Sunglasses



**Quality, Style and competitive Price
coupled with the latest designs
make Marby sunglasses the
certain winner for 1979.**

Wholesale Buyers' Gift Fair 1978
Mostyn Hotel, Marble Arch, London W. 1.